

"Mother and Child" Prize Portrait Contest See Page 6

# Mid-Week pictorial

"NEWS OF

PICTURES"

PUBLISHED  
WEEKLY  
BY THE  
NEW YORK  
TIMES  
COMPANY  
WEEK ENDING  
MARCH  
31,  
1928.

VOL. XXVII, NO. 6

TEN  
CENTS

CANADA  
15 CENTS



*America's Darling: Mary Pickford*  
*One of the Most Beloved of All Screen Stars, From a Recent Portrait Study*  
(Edwin Bower Hesser.)

California Dam Disaster—Shopping Around the Seven Seas—A Millennial Anniversary—International Flower Show—Sports—Theatres—Motion Pictures—Books—Fashions—Radio



THE PRESIDENT RECEIVES VISITORS FROM HUNGARY: THE KOSSUTH DELEGATION

Calls at the White House and Is Presented to Mr. Coolidge by Count Laszlo Szechenyi, Hungarian Minister (Standing Next to the President, With a Patch Over His Eye). The Grounds Were "Picketed" by Persons Objecting to the Delegation and Its Mission to This Country, and Several Arrests Occurred. (Times Wide World Photos.)



ANOTHER HONOR FOR OUR "GOOD-WILL AMBASSADOR": COLONEL CHARLES A. LINDBERGH

(Right) Receives From Norman H. Davis, Chairman of the Woodrow

Wilson Foundation, the Woodrow Wilson Medal for His Services in the Promotion of International Peace and Friendship by His Flights to Europe and Latin America. With the Medal Went an Award of \$25,000. Only Two Other Men—Viscount Cecil and Elihu Root—Have Received the Foundation's Award.

(Times Wide World Photos.)



"LINDY'S" LATEST DECORATION: THE WOODROW WILSON MEDAL, Which, With the Woodrow Wilson Peace Award of \$25,000, Was Presented to Colonel Lindbergh at the Hotel Astor, New York, on March 19. (Times Wide World Photos.)

THOSE ALBERTINA RASCH GIRLS ARE VERSATILE! WILMA KAYE AND NORA PUNTIN, Dancers, Assisting in the Installation of a New Illuminated Sign on the Capitol Theatre, New York, Take a Ride on an Eagle as It Is Hoisted to the Dome. (Times Wide World Photos.)

## METROPOLITAN AMUSEMENT GUIDE

VANDERBILT THEATRE 48th St., E. of B'way.  
LEW FIELDS and LYLE D. ANDREWS present

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TENDERLOIN  
with Conrad Nagel.

# Scatter-brained!

*No wonder he never accomplishes anything worthwhile!*

**H**IS mind is a hodge-podge of half-baked ideas.

He thinks of a thousand "schemes" to make money quickly—but DOES nothing about ANY of them.

Thoughts flash into and out of his brain with the speed of lightning. New ideas rush in pell-mell, crowding out old ones before they have taken form or shape.

He is SCATTER-BRAINED.

His mind is like a powerful automobile running wild—destroying his hopes, his dreams, his POSSIBILITIES!

He wonders why he does not get ahead. He cannot understand why others, with less ability, pass him in the prosperity parade.

He pitied himself, excuses himself, sympathizes with himself.

And the great tragedy is that he has every quality that leads to success—intelligence, originality, imagination, ambition.

His trouble is that he does not know how to USE his brain.

His mental make-up needs an overhauling.

There are millions like him—failures, half-successes—slaves to those with BALANCED, ORDERED MINDS.

It is a known fact that most of us use only one-tenth of our brain power. The other nine-tenths is dissipated into thousands of fragmentary thoughts, in day-dreaming, in wishing.

We are paid for ONE-TENTH of what we possess because that is all we USE. We are hundred horse-power motors delivering only TEN horse power.

What can be done about it?

The reason most people fall miserably below what they dream of attaining in life is that certain mental faculties in them BECOME ABSOLUTELY ATROPHIED THROUGH DISUSE, just as a muscle often does.

If, for instance, you lay for a year in bed, you would sink to the ground when you arose; your leg muscles, UNUSED FOR SO LONG, could not support you.

It is no different with those rare mental faculties which you envy others for possessing. You actually DO possess them, but they are ALMOST ATROPHIED, like unused muscles, simply because they are faculties you seldom, if ever, USE.

Be honest with yourself. You know in your heart that you have failed, failed miserably, to attain what you once dreamed of.

Was that fine ambition unattainable? OR WAS THERE JUST SOMETHING WRONG WITH YOU? Analyze yourself, and you will see that at bottom THERE WAS A WEAKNESS SOMEWHERE IN YOU.

What WAS the matter with you?

Find out by means of Pelmanism; then develop the particular mental faculty that you lack. You CAN develop it easily; Pelmanism will show you just how; 650,000 Pelmanists, MANY OF WHOM WERE HELD BACK BY YOUR VERY PROBLEM, will tell you that this is true.

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General Sir Robert Baden-Powell, Founder of the Boy Scout Movement.

Judge Ben B. Lindsey, Founder of the Juvenile Court, Denver.

Frank P. Walsh, Former Chairman of National War Labor Board.

Jerome K. Jerome, Novelist. Gen. Sir Frederick Maurice, Director of Military Operations, Imperial General Staff.

Admiral Lord Beresford, G.C.B., G.C.V.O.



Sir Harry Lauder, Comedian.

W. L. George, Author.

Baroness Orczy, Author.

Prince Charles of Sweden.

—and others, of equal prominence, too numerous to mention here.

Pelmanism is the science of applied psychology, which has swept the world with the force of a religion. It has awakened powers in individuals, all over the world, they did not DREAM they possessed.

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But if they use their HEADS they will realize that people cannot be HELPED by tommyrot and that there MUST be something in Pelmanism, when it has such a record behind it, and when it is endorsed by the kind of people listed here.

If you are made of the stuff that isn't content to remain a slave—if you have taken your last whipping from life—if you have a spark of INDEPENDENCE left in your soul, write for this free book. It tells you what Pelmanism is, WHAT IT HAS DONE FOR OTHERS, and what it can do for you.

The first principle of YOUR success is to do something definite in your life. You cannot afford to remain undecided, vacillating, day-dreaming, for you will soon again sink into the mire of discouragement. Let Pelmanism help you FIND YOURSELF. Mail the coupon below now—while your resolve to DO SOMETHING ABOUT YOURSELF is strong.

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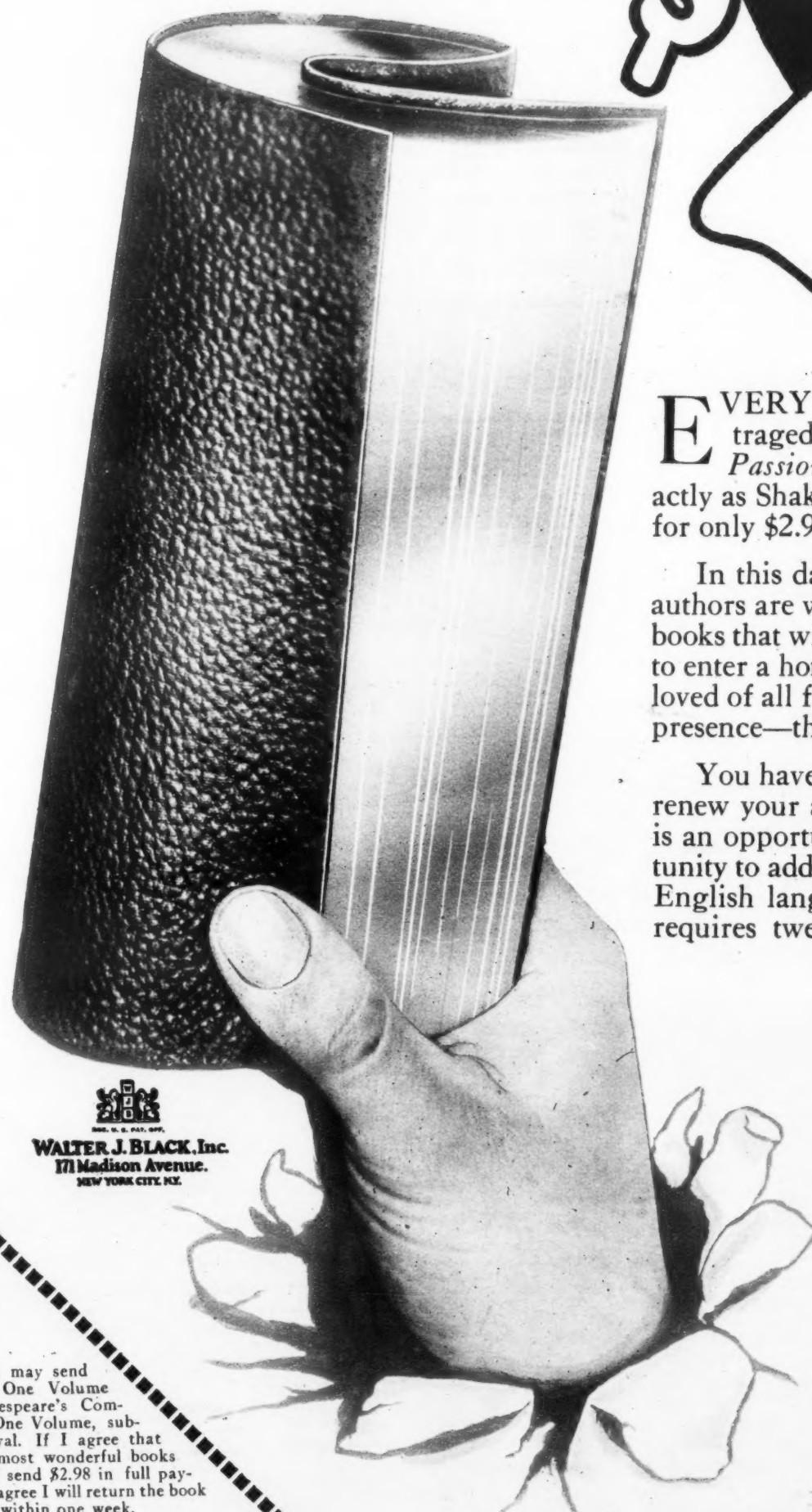
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Mid-Week Pictorial, Week Ending March 31, 1928

## THE PRIZE PORTRAIT CONTEST: MOTHER AND CHILD

First Prize—Ten Dollars

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Three Dollars Awarded to Francis S. Watts, Washington, D. C.

To Portrait Photographers!

To encourage the development of portrait photography, The Mid-Week Pictorial invites those among its readers who are photographers, amateur or professional, to submit their photographs of "Mother and Child" or "Mother and Children." Every week ten dollars in cash will be awarded as the first prize, five dollars as the second prize, and three dollars as additional prizes for each picture published.

The contest is open to all photographers other than employees of The New York Times Company, but contestants must not submit copyrighted pictures or pictures taken by others, or any pictures the accidental loss of which, either in this office or in the mails, would mean financial loss. Each photograph must be accompanied by written permission from the subject for publication of the picture in this contest, and where the additional permission in writing is also forwarded for the publication of the name and home town of the subject, these should be plainly written on the back of each photograph, and in all cases the full name and address of the contestant should be given.

If return of picture is desired, sufficient postage should be enclosed.

Photographs offered in the contest should be addressed to Portrait Editor, Mid-Week Pictorial, 229 West Forty-third Street, New York City.

Second Prize—Five Dollars

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Three Dollars Awarded to William S. Burrows, Indianapolis, Ind.

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Study This Comprehensive High School Course  
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. . . . Make Your Spare Moments Count!

**D**o you ever feel the lack of knowledge you really ought to have at your command? Here is a series of books that may help you—a comprehensive High School Course in fifty handy volumes. Perhaps you missed a high school education. Then again, perhaps you did not get the most out of it when you were in school. It is true that many people never realize the value of an education until they have been for a time out in the world, as the phrase goes, shifting for themselves. Then they regret either that they did not finish school or that they did not make the most of their opportunity while they had it.

Perhaps your own high school days have slipped into the past. Possibly you have become "rusty" on this or that subject you once studied. Also, times have changed. New facts have had

to be added to educational courses. That is why this High School Course in these 50 volumes serves not only to help those who want to gain the knowledge they missed, but also is of great value to those who wish to review their knowledge and remedy the "gaps" caused by the intervening years.

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## Simplicity of Style

**A**n important feature of these books is their simplicity of style. They have been specially written so that everything is fully and understandably explained—in fact, so that no instructor except yourself is necessary. You will have to study the books and contribute your endeavor if they are to do you any good. But if you are sincere in your desire for self-improvement, if you really want to learn, honest application and alertness will make these books a mine of mental wealth to you.

Bear in mind that these books are all self-teaching—that is the plan that underlies them all, to make no instructor necessary. But the books are of no value unless you read them with the determination to learn. There is no royal road to knowledge just by sitting idly and letting your eyes run over the page! But if you have genuine ambition, then these are the books to help you get ahead—these are the books which may perhaps be of more benefit to you than all the four years of formal high school education.

## Try This QUIZ!

### Do You Know—

- Who said "Where ignorance is bliss, 'tis folly to be wise"?
- What is meant by "squaring the circle"?
- What have the following names in common: Van Buren, Tyler, Polk, Fillmore, Pierce?
- What are the four forms of English composition?
- What is psychology?
- Who were Donatello, Cellini, Bologna, Rodin?
- What is the Milky Way?
- Who was Delilah?
- What famous speech begins: "Friends, Romans, countrymen, lend me your ears"?
- What do the following mean: (a) "Sprechen Sie deutsch"; (b) "Parlez-vous français"; (c) "Hablan usted Espanol"?
- How far does a falling body drop in the first second after starting from rest?
- What does "ibid." mean?
- Who was the Roman god of war?
- What are the three orders of Greek architecture?
- What chiefly caused the Civil War?

All of these questions, and scores of others, are understandably answered in this 50-volume, educational course totaling more than 750,000 words—and the price is only \$2.98, payment in full.

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You will be astonished at how useful these pocket-sized volumes can be to you. Look over the list at the right—notice how many subjects are covered. All of them are interestingly presented, so everyone can understand them. Every book is self-explanatory and self-teaching. Again you are urged to fill up those spare moments, which you usually idle away, by making use of these attractive and helpful books. Use the blank below now, while you think of it.

## Some facts about the authors of these books

**T**HESE volumes, in spite of their sensational low cost, have been carefully prepared by authorities in their field. Some of the writers who have made this set possible are: Professor Carroll Lane Fenton of the University of Cincinnati; John Cowper Powys, famous critic and lecturer; Joseph McCabe, world famous scholar, author of 180 books; Lawrence A. Barrett, high school instructor of mathematics; John S. Gambs, high school teacher; Maynard Shipley, President of the Science League of America; Lloyd E. Smith, former college English assistant; Hereward Carrington, N. Y. scientist; J. Geo. Frederick, commercial expert; Dr. Isaac Goldberg, well-known critic; Murray Sheehan, educator and novelist, etc. All of these authors have university degrees. These books are thoroughly authentic, up to date and reliable in every way. They were prepared under the general editorial direction of E. Haldeman-Julius.

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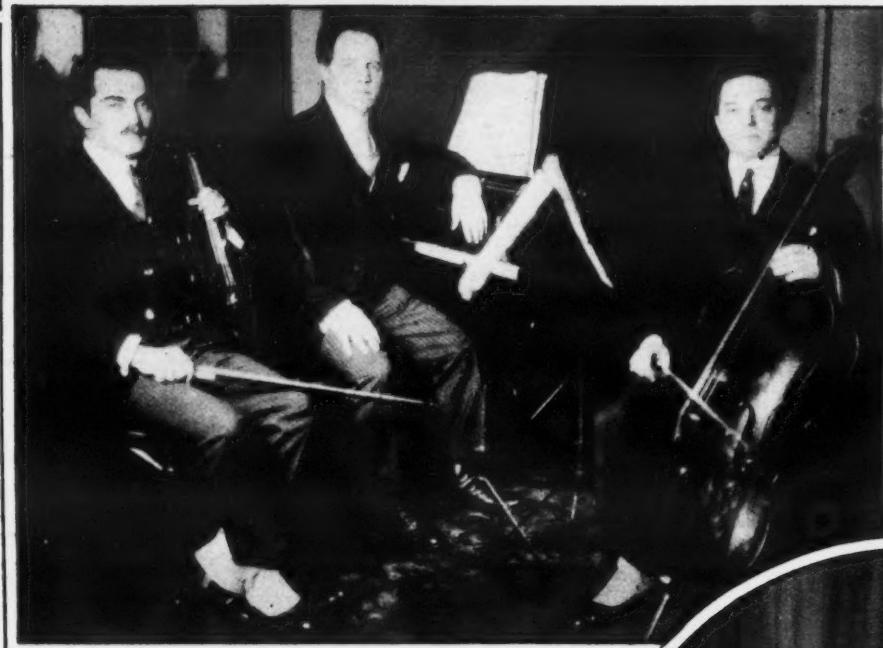
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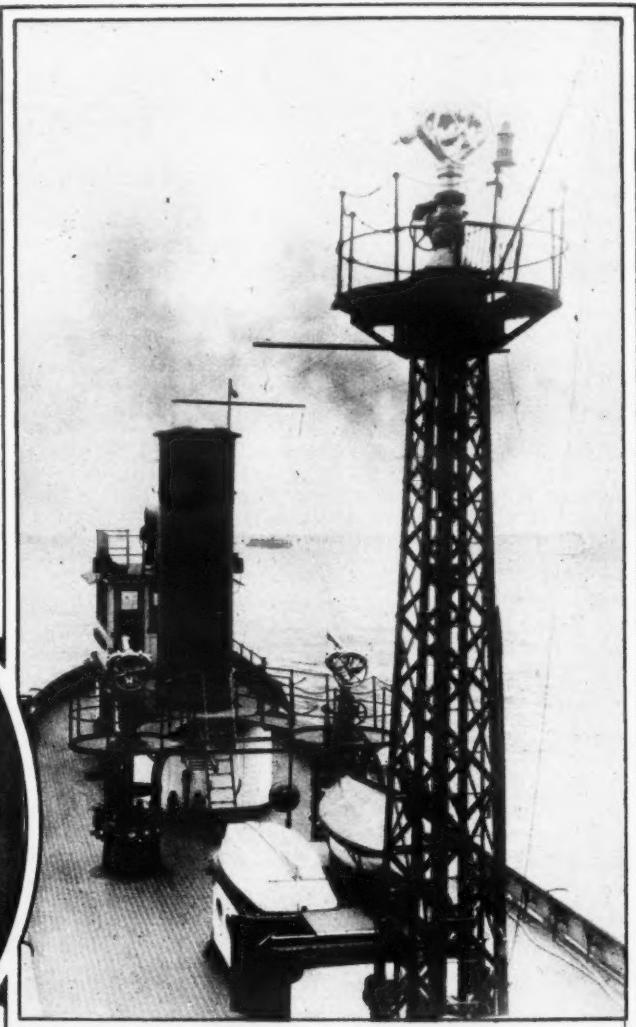
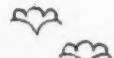
# The Resistless March of Radio by Land and Sea



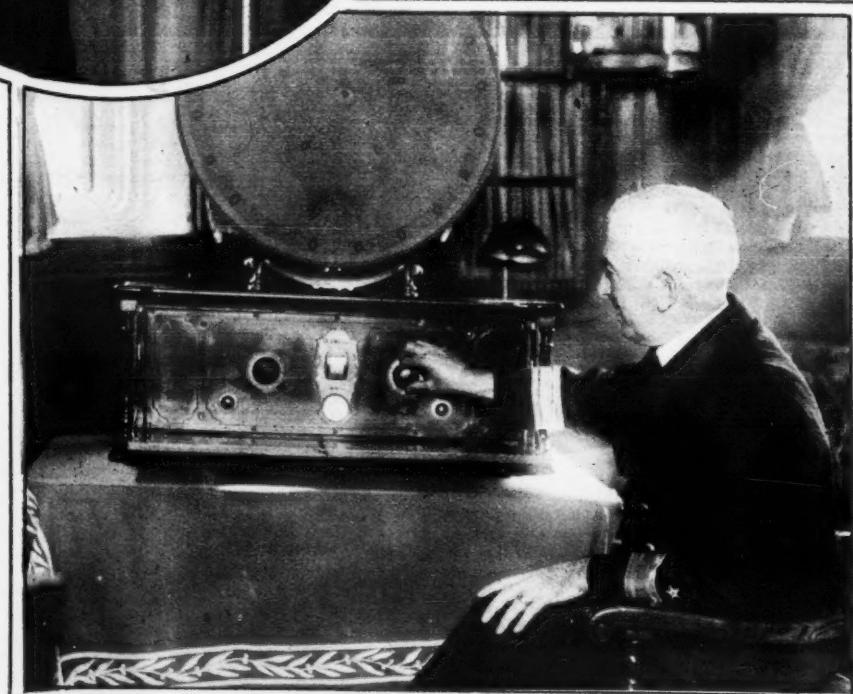
IN MEMORY OF FRANZ SCHUBERT: THE MALKIN TRIO  
Broadcast a Concert From Station WOR and the Sixteen Stations of the Columbia Broadcasting Company, Inaugurating a Celebration of the Schubert Centennial. The Program Was a Repetition of Schubert's Famous Concert of March 21, 1828, and Was Given Exactly 100 Years Later.

## THE "READ-US-A-POEM" HOUR: FOUR IRISH BARDS

Attend at Station WJZ on St. Patrick's Day While Norman Hamilton Reads Some of Their Effusions to Listening Multitudes.  
Left to Right: Shaemas O'Sheel, James Rorty, Norman Hamilton, Joseph Campbell and A. M. Sullivan.  
(Times Wide World Photos.)



"TRADER HORN" TAKES A RADIO TEST: ALFRED ALOYSIUS SMITH, Perhaps the Most Picturesque of All Living Authors, Passes the Test With Flying Colors as a Preliminary to Arranging a Broadcasting Program in the Eveready Hour on a National Hook-Up of Twenty Stations



RADIO ON A FIREBOAT: IN ORDER TO KEEP IN TOUCH WITH FIRE HEAD-QUARTERS, a 200-Watt Radio Telegraph Receiver and Transmitter, Supplied by the Radio Corporation of America, Has Been Installed on the New York Fireboat John Purroy Mitchel. (Times Wide World Photos.)

"ROXY."  
(Harold Stein.)



A DEEP-SEA RADIO FAN: COMMODORE HAROLD CUNNINGHAM, Commander of the Leviathan, "Listens In" as a Program Is Wafted on the Air to His Private Quarters.  
(Harold Stein.)



# Mid-Week Pictorial

*"A National Magazine of News Pictures"*

VOL. XXVII. NO. 6.

NEW YORK, WEEK ENDING MARCH 31, 1928.

PRICE TEN CENTS



LITERATURE FROM THE LIPS OF A MIGHTY MAN OF ACTION: JACK DEMPSEY, FORMER CHAMPION PUGILIST OF THE WORLD,

Reads a Story to Youngsters of the California Clinic for Crippled Children, in Los Angeles. Dempsey Is Taking Part in a Campaign to Start a Summer Camp for the Children. Incidentally, This Picture Proves That the Present Bookish Champion, Mr. Tunney, Must Reckon With Dempsey in the Field of Letters as Well as in the Ring.

(Times Wide World Photos.)



THE STATUE OF A GREAT HUNGARIAN UNVEILED IN NEW YORK: LOUIS KOSSUTH Is Commemorated in John Horvay's Statue on Riverside Drive. A Notable Delegation Came From Hungary for the Ceremonies, Which Were Witnessed by a Large Crowd.

(Times Wide World Photos.)



TWO NATIONS HONOR THE MEMORY OF AN EMINENT PATRIOT:

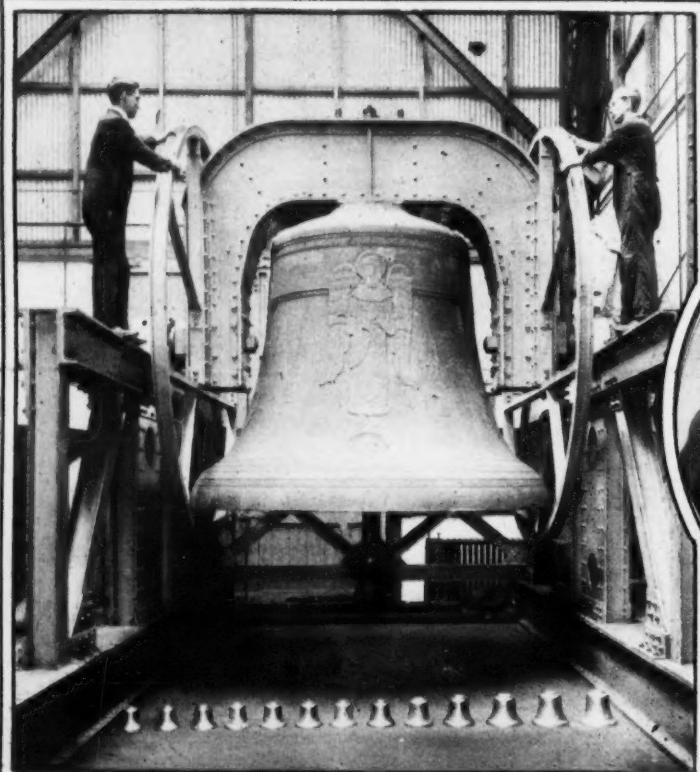
THE STATUE OF KOSSUTH,

by John Horvay, Is Unveiled on Riverside Drive, New York, by the Two Young Ladies Standing at the Base of the Statue—Miss Irene Burko (Left), Representing Hungary, and Miss Margaret Vitarus, Symbolizing Columbia. (Times Wide World Photos.)

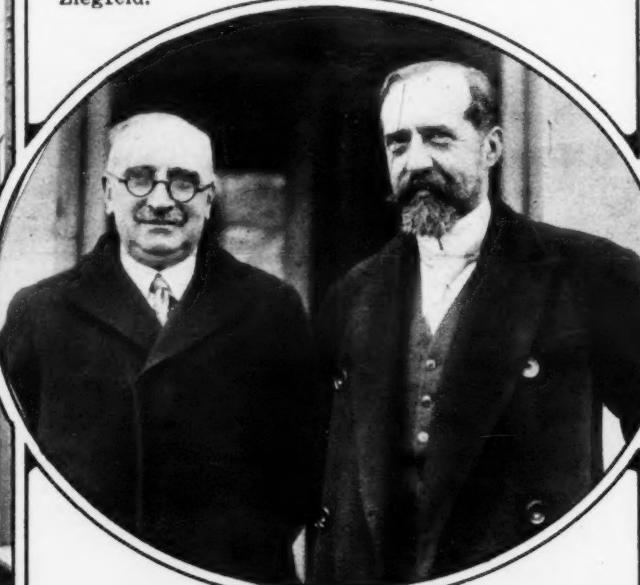


RUTH ELDER BECOMES A MOVIE QUEEN: THE GIRL WHO FLEW A GOOD PART OF THE WAY OVER THE ATLANTIC

Signs a Contract to Appear in a Motion Picture Entitled "Glorifying the American Girl." Left to Right: Florenz Ziegfeld, the Most Famous of All Glorifiers; Miss Elder, Adolph Zukor, President of the Paramount-Famous-Lasky Corporation, Which Will Produce the Picture in Association With Mr. Ziegfeld.



A BELL FOR NEW YORK MORE POWERFUL THAN "BIG BEN": THE BOURDON for the Laura A. Spelman Rockefeller Memorial Carillon Which, for the First Time in History, Achieves a Compass of Five Octaves. The Bell Is the Largest Ever Cast in England and the Fourth Largest in the World. (Times Wide World Photos.)



THE FRENCH AMBASSADOR AND A GREAT FRENCH EDUCATOR: M. PAUL CLAUDEL (Left) Calls on President Coolidge With Senator André Honnorat, Head of the Cité Universitaire Foundation, Which Is Beginning an Undertaking Whereby Other Nations Are Offered Free Sites for Dormitories for Their Students in Connection With the Expansion of the University of Paris.

(Times Wide World Photos.)



RUTH ELDER OFFICIATES: THE GREAT BEACON on the Roof of the Hotel St. George, Brooklyn, Which Can Be Seen for 200 Miles by Approaching Aviators, Is Formally Inaugurated by Our "Flying Flapper." (Times Wide World Photos.)

Mid-Week Pictorial, Week Ending March 31, 1928

# Flood Wreaks Ruin in Southern California



THE BROKEN DAM: A STRIKING VIEW  
of the Spot Where the Swollen Waters of St. Francis Dam Broke Through, Spreading Death and Destruction Among the Dwellers in the Flooded Area.  
(Times Wide World Photos.)



ALWAYS ON THE JOB: THE AMERICAN RED CROSS Begins the Work of Relief at Saugus, Cal., Where Refugees Fled From the Inundation. Over 200 Persons Are Known to Have Perished in the Flood and Many Homes Were Swept Away. (Times Wide World Photos.)



IN THE SANTA CLARA RIVER VALLEY: MAN'S HANDI-WORK IS TORN UP and Swept Along With the Torrent as It Rushes on Its Course of Blind Destruction. (Times Wide World Photos.)

THE STRICKEN LAND: A BRIDGE AND ITS BUTTRESSES WASHED AWAY by the Irresistible Impact of the Mighty Wall of Water Which Burst Through the St. Francis Dam. (Times Wide World Photos.)



## NEWS OF MOTION PICTURE PLAYS AND PLAYERS



MAR-  
CELINE  
DAY,  
a Popular  
Player  
in Metro-  
Goldwyn-  
Mayer  
Pictures.



MYRNA  
LOY ON A  
CHINESE  
BALCONY  
in Warner  
Brothers'  
"The  
Crimson  
City."

CORINNE  
GRIFFITH  
AND  
LOUISE  
DRESSER  
in a Scene  
From the  
United  
Artists  
Produc-  
tion,  
"The  
Garden  
of  
Eden."



ESTELLE BRADLEY.

**S**HE was born in Atlanta (which, as all the world knows, is the capital and metropolis of Georgia) and she was "Miss Atlanta" in one of the dazzling beauty pageants at Atlantic City, winning primacy in the Southern division that year, and thus she passed in the natural course of events to the motion pictures.

Her first work in the films was in Mermaid comedies. After three years in that fruitful field she signed a contract with Warner Brothers and was seen in "The Bridge of Sighs," "Broadway Butterfly" and "The Lost Lady." Then she returned to the Educational-Mermaid studios and has appeared in a series of mirth-provokers.

Miss Bradley is considered by some competent judges to be the prettiest blond in Hollywood. That is high praise, but these experts believe that it is fully merited. She is 5 feet 4 inches tall and weighs less than 120 pounds.

**A**NOTHER large-scale motion picture dealing with aviation is said to be in the offing. It will be a Fox production, and if reports are true a complete airport will be built to serve as a background for the stirring events of the story.

It will not be a war picture, but will treat of the later phases of man's conquest of the skies. In all likelihood, judging on general principles, the hero will be somebody very like Colonel Lindbergh.

John Gilbert's next starring vehicle, "The Cossacks," will shortly be released. It is a Metro-Goldwyn-Mayer picture and was directed by George Hill. The film is said to afford Mr. Gilbert unusual scope for his individual style as an actor.

One of the original "vamps" of the

screen, Marcia Manon, will have a rôle in the next comedy picture starring Lew Cody and Eileen Pringle. This effort is as yet untitled.

\* \* \*

"The Fall of Eve," a stage play by Anita Loos and John Emerson, will be filmed by Columbia.

\* \* \*

And another Columbia picture, "Broadway Daddies," will have Jacqueline Logan as star and Alec Francis and Rex Lease in the cast.

\* \* \*

Maria Corda, the beautiful Hungarian importation who played Helen in "The Private Life of Helen of Troy," was recently seen at the Colony Theatre, New York, in a German-made picture entitled "A Modern Du Barry." This film was of course finished before Miss Corda came to America, and it bears the UFA label.

Sensational revelations concerning the treatment of inmates of some American reformatories are to be a feature of Cecil De Mille's forthcoming picture, "The Godless Girl." Our flesh is to be made to creep. "Many forms of punishment abandoned by the military organizations of civilized countries years ago are in use in several reformatories," say Mr. De Mille's heralds. "Solitary confinement, flogging, the dreaded 'water cure,' and such devices as thumbscrews, stocks, iron shackles riveted about the ankles for the duration of imprisonment and straitjackets are used in some institutions as a method of 'reforming' juvenile delinquents. Many of the atrocities committed in reform institutions under the guise of correction will be presented to the theatregoing public on the screen in 'The Godless Girl,' and everything shown in this production is taken from an actual case."

"The Godless Girl" will also crusade against atheistic propaganda among youth, though we are assured that Mr. De Mille "does not argue theological points" in his opus.

\* \* \*

Paramount announces a Zane Grey "Western" entitled "The Vanishing Pioneer," with Jack Holt and Sally Blane in the leading parts.

\* \* \*

Patsy Ruth Miller, George Lewis, Beryl Mercer, Eddie Phillips, John Boles, Kathryn Williams and others make up the cast of "We Americans."

\* \* \*

Two leading men will play opposite Esther Ralston in her next Paramount story. They are Richard Arlen and Jack Luden. No title has yet been selected. In the meanwhile "Something Always Happens" has been completed and will soon be released.



PRESTO!  
MYSTERIO,  
THE PRES-  
TIDIGI-  
TATOR  
(Jack  
Mulhall)  
and His  
Aston-  
ished  
Assistant  
(Dorothy  
Mackaill)  
in a  
Scene  
From  
"Lady Be  
Good."



A  
NEW-  
COMER  
TO THE  
SCREEN:  
ANN PAGE,  
Recently  
Discovered  
by Metro-  
Goldwyn-  
Mayer,  
Who Will  
Feature Her  
With  
William  
Haines in  
"He  
Learned  
About  
Women."



DAPHNE  
POLLARD  
in "The  
Hit of the  
Show"  
(F. B. O.)



## THE VOICE OF THE "SILENT" DRAMA IS HEARD IN "TENDERLOIN"



THE THIRD DEGREE: ONE OF THE SPOKEN SCENES  
of the New Warner Brothers Vitaphone Picture.

*By Mitchell Rawson*

**O**F all sad words of tongue or pen, the late Mr. Whittier selected four as the saddest of all: "It might have been."

The new Warner Brothers picture, "Tenderloin," which recently opened at the Warner Theatre, New York, is the first full-length film in which the Vitaphone has been used to carry on the story by means of dialogue in certain scenes. Now the Vitaphone is a very wonderful invention; it has brought the synchronization of sound with sight to as high a degree of perfection as is likely to be attained for some time to come; in fact, there is very little room left for improvement. Its utilization might have made "Tenderloin," as the first "talking picture" apart from newsreel subjects and short features, a memorable step forward in the art of the cinema. It might have been, but it was not to be.

For, as it stands, "Tenderloin" must be regarded as simply a great opportunity thrown away. One might have thought that in preparing a picture which was to herald the approach of a new age, a "second Spring" of the drama (to borrow a phrase from Cardinal Newman), infinite care would have been devoted to material and treatment from first to last. What has happened is that a barely credible plot has been given an excellent setting (most Warner pictures are splendidly staged), rather weak direction, execrable cutting, and spoken scenes which are nothing less than a calamity.

Of course Miss Dolores Costello is beautiful enough to make one sit through the most hopeless picture, but not even her looks can make "Tenderloin" more than an experiment gone wrong.

The experiment proves, however, that "talking pic-

tures" are perfectly practicable. The Vitaphone does all that it can be expected to do. It reproduces dialogue in so lifelike a way that one feels the figures on the screen are actually speaking. But what they say—oh, what they say in "Tenderloin"! It is inane; it is hifalutin, sentimental, unreal, utterly amateurish—the sort of stuff that a high school dramatist might compose for the class play.

If pictures are to be produced with dialogue, the services of competent playwrights will be required. The sub-title style will not do. Writers must be secured who know what they are about.

ROSE AND CHUCK: DOLORES COSTELLO AND CONRAD NAGEL  
in One of the Tender Moments of "Tenderloin."

Miss Costello has a pleasant speaking voice. Whether she can become, with time and training, a competent speaking actress is a question upon which "Tenderloin" throws no light. But at any rate she has the voice, and in that respect is possessed of an advantage in which some of the other motion picture stars are going to be found lacking. The great public is headed for disillusionment during the next few years with regard to some of its idols.

Conrad Nagel, who plays the masculine lead, also comes off well enough as a speaker. He, too, deserves another chance with better material. That last dreadful saccharine love scene of which he and Miss Costello had to make the best would have been beyond the powers of Edwin Booth and Mrs. Siddons at their greatest to redeem. The earlier scene in which the detectives put Miss Costello through the third degree would have been highly effective—if it had been well written. There lies most of the trouble.

The story of "Tenderloin" is a crook story. The heroine dances in a cabaret and loses her heart to a young man who follows bank robbery as a profession. Of course she doesn't know it. Her purity and faith in him finally convert the hero to honesty, though he has been a pretty bad egg. There is a great deal of scheming and fighting; and the backgrounds, as we have said above, are admirable. If only half as much attention had been paid to the quality of the action—and of the things that were to be uttered via Vitaphone!

Well, the harm is done now. Better things will probably be achieved next time. Warner Brothers, and the motion pictures generally, have a tremendous asset in the Vitaphone. It is too fine a thing, and too pregnant with high potentialities, to be wasted.



A MENACING SHADOW: THE HAPLESS ROSE  
(Dolores Costello) Realizes That the Sinister Professor (Mitchell Lewis)  
Is Approaching.

A FLOWER  
OF THE  
TENDER-  
LOIN:  
ROSE  
SHANNON  
(Dolores  
Costello),  
a Good Girl  
Who,  
Through  
No Fault  
of Hers,  
Gets Into  
Very Bad  
Company.



PARTING, BUT NOT FOREVER: CHUCK (CONRAD NAGEL),  
About to Be Led Away by Detective Simpson (Fred Kelsey), Exchanges  
a Pledge of Undying Affection With Rose (Dolores Costello). And They  
Are Reunited at the Last.

Mid-Week Pictorial, Week Ending March 31, 1928

# Popular Actresses of the Broadway Stage



**PEGGY WOOD,**  
Who appeared at  
the First of Richard  
Herndon's Sunday  
Night Entertainments  
March 25 at the Klaw  
Theatre, New York, in J. M.  
Barrie's "Rosalind." She Came  
Over From Philadelphia,  
Where She Was  
Appearing in  
"The Merchant of Venice," in  
Order to Do So.  
(Florence Vandamm.)



**MONA  
KINGSLEY,**  
in "Wolves,"  
Coming to Broad-  
way Soon.  
(White.)



**CONSTANCE COLLIER,**  
in "Our Betters," at Henry Miller's Theatre.  
(Hal Phife.)

## BEHIND THE FOOTLIGHTS



**INA CLAIRE.**

**W**HEN Ina Claire has satisfied herself that she can do a thing it no longer interests her. This psychological revelation comes from Miss Claire herself, and it is borne out by the facts of her career.

She began her career in vaudeville, specializing in those days in imitations of leading figures of the stage. Then she passed to musical comedy, reaching the topmost rank at a bound in "The Quaker Girl," with Clifton Crawford. Her next campaign was in revue and one or two editions of the Ziegfeld "Follies" sufficed to conquer that particular realm, after which came the turn of the legitimate stage.

The huge success of "The Gold Diggers" is still a vivid memory. Other plays in which Miss Claire has been starred in a series of rôles which have amply demonstrated her versatility are "Polly With a Past," "Bluebeard's Eighth Wife," "The Awful Truth," "Grounds for Divorce" and "The Last of Mrs. Cheyney," and now she is winning new laurels in the revival of Somerset Maugham's satirical comedy, "Our Betters," at Henry Miller's Theatre.



**LUCY LORD,**  
the New Prima  
Donna of "Gold-  
en Dawn," at  
Hammerstein's  
Theatre.  
(White.)



**MARGARET  
LAWRENCE,**  
in "The Be-  
havior of Mrs.  
Crane," at Er-  
langer's Theatre.  
(Florence Vandamm.)



**LAURETTE TAYLOR,**  
in "The Furies," at the Shubert Theatre.  
(Hal Phife.)



**ELSIE DUFFY,**  
in "Manhattan Mary," at the Apollo Theatre.  
(De Barron.)

**Questions of General Interest Regarding Plays and Players, Past and Present, Will Be Gladly Answered, Either in These Pages or by Mail, if Addressed to the Dramatic Editor, Mid-Week Pictorial, 229 West Forty-third Street, New York, N. Y.**

## COLLECTING CURIOS IN TOUR AROUND THE SEVEN SEAS



NOT so many years ago those who made a cruise around the world did so for pleasure and sightseeing and recreation. In these modern days of specializing in nearly every human endeavor the globe tourist combines all the above pursuits with that of hobby-buying. Hobby-buying is another form of rejuvenation. It keeps us pleasantly occupied and is a delightful way of shopping around the Seven Seas.

When a world cruising ship touches at a foreign port, and most of them make the Madeira Islands the first stop after leaving New York, besides the typical native scenery, the strange peoples and their costumes and customs, what attracts the tourist next is the shops and the wares displayed in them. Each country visited, especially the countries bordering on the Mediterranean, has similar wares but differently made and designed. Each nation has some outstanding handicraft.

Shoes, beaded work, pipes, canes, gold, silver, brass, copper and inlaid woods are characteristically made and molded by the different nationalities met with on a world cruise, and if the tourist combines hobby-buying with sightseeing he can acquire a collection of some particular article strikingly attractive for an exhibition on his return home.

On a recently returned world cruise ship a New Yorker had a collection of canes envied by all who saw them. Another had bought the native feminine footwear in his journeying around the

ON THE BORDERS OF INDIA: WINDOWLESS SHOPS

on a Street in Darjeeling, Where Curios of Every Kind Appeal to the Purse of the Tourist.

(Photos Courtesy Canadian Pacific Steamships.)

CLOTH BAZAAR  
Adjoining the Walls of the Friday Mosque in Delhi, India.

globe. This exhibit was displayed in one of the windows of the largest department store in Chicago. A lady had one of the most unique collections on board, dolls dressed in the native costumes of the twenty-one countries touched at on the cruise.

The field for hobby-buyers is a large one. When the ship news reporters boarded this world-cruising ship at Quarantine they were informed by the purser that one of the passengers had a collec-



IN FAR CATHAY:  
THE STREET OF JEWELERS on Holly-wood Road, Hongkong, China.



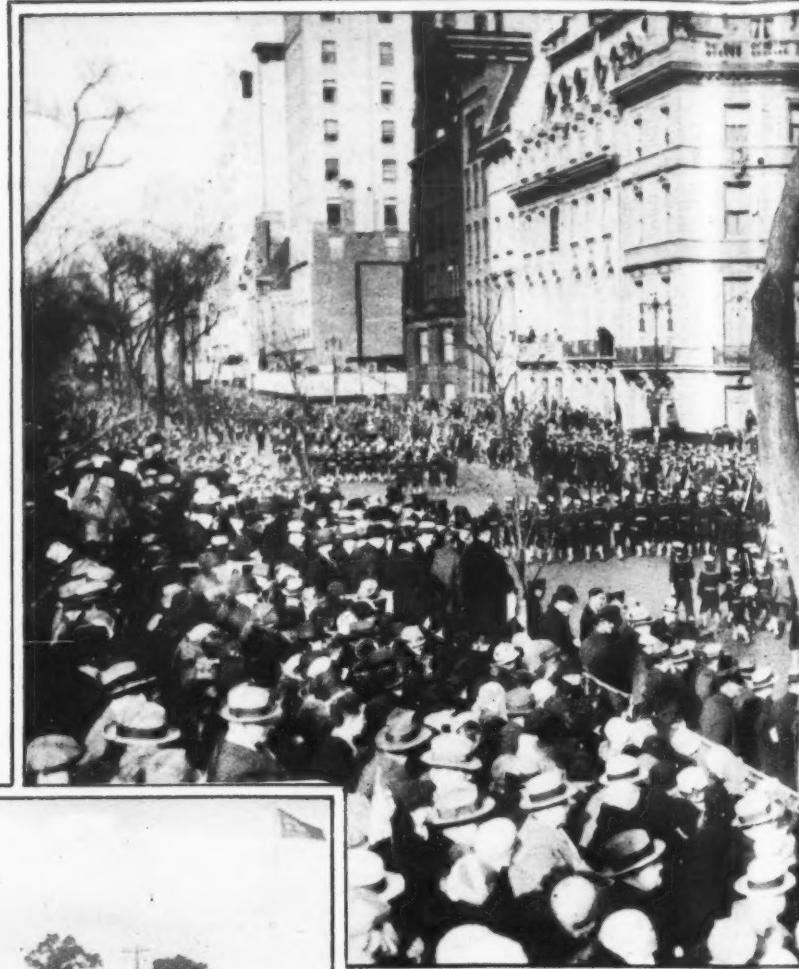
MOORISH RUG AND KNIFE MERCHANT in the Native Section of the City of Algiers.



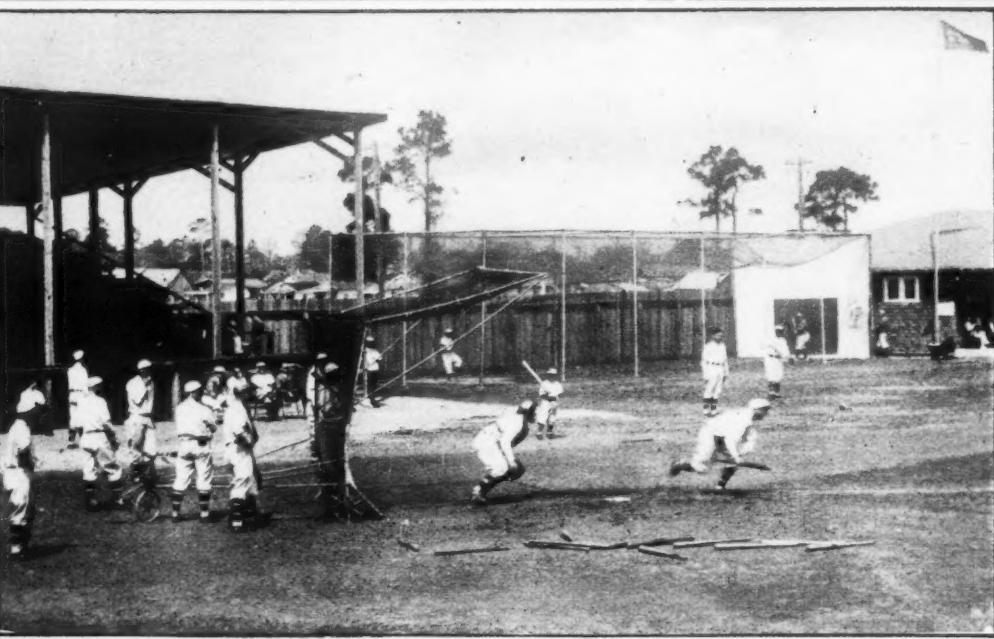
THE LAND OF GLAMOUR AND MYSTERY: NATIVES AND TOURISTS at the Cloth Bazaar in Bombay, India.



"ST. PATRICK'S DAY IN THE MORNIN'": PART OF THE WOMEN'S AUXILIARY OF THE CLAN-NA-GAEL Passes the Reviewing Stand During the Annual St. Patrick's Day Parade Up Fifth Avenue, New York. (Times Wide World Photos.)



IN HONOR OF ERIN'S SAINT: THE PARADE, Which Comes as Regularly to New York Once More Makes Fifth Avenue Gay Flags and the Music of Many Bands. (Times Wide World Photos.)



SPRING ROBINS: THE BROOKLYN NATIONAL LEAGUE BASEBALL CLUB Practices for the Season of 1928 at Its Training Camp in Clearwater, Fla. (Times Wide World Photos.)

"NONE BUT THE BRAVE DESERVE THE FAIR": THIS IS MISS CAROLINE BISHOP, Whose Engagement to Gene Tunney, Heavyweight Champion Boxer of the World, Has Been Persistently Reported but Not Definitely Confirmed. However, Miss Bishop Admits That They Are Excellent Friends. She Lives in Beverly Hills, Cal., and Has Appeared in Motion Pictures.

← (Times Wide World Photos.)



ARGENTINA'S AMBASSADOR TO THE UNITED STATES: CARLOS NOEL, on the Deck of the Steamship Ile de France, Which Recently Brought Him to These Shores. (Times Wide World Photos.)



WANDERING MINSTRELS: THE MISSOURI GLEE CLUB, Visiting Washington, Is Presented to President Coolidge by Secretary of War Davis, Who Is Standing Beside the President. (Times Wide World Photos.)



REACHING HIGH: THE LACROSSE GAME OF THE UNIVERSITY OF PENNSYLVANIA. (Times Wide World Photos.)

Week Ending March 31, 1928

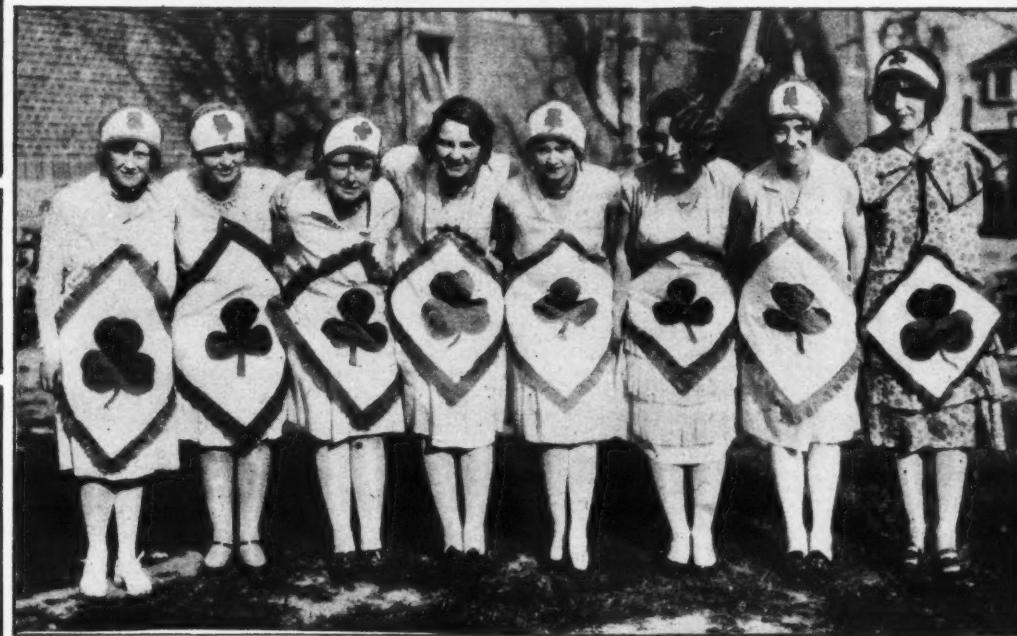


SAINST: THE ST. PATRICK'S DAY PARADE.  
Arrived in New York as March 17 itself,  
an Avenue Gay With Uniforms and  
the Music of Many Bands.  
(Times Wide World Photos.)



THE MARTIAL MUSIC OF THE GAEL: IRISH PIPERS

Stepping It Bravely Along Fifth Avenue in the St. Patrick's Day Parade.  
(Times Wide World Photos.)



SHAMROCK APRONS: ONE OF THE ATTRACTIVE STYLES

Displayed by Girls of the University of Southern California at Their Own Fashion Show.  
(Times Wide World Photos.)



A DEBUTANTE MANIKIN: MISS HELEN LEWIS

Was One of the Society Buds Who Took Part in the Fashion Exhibit Recently Held at the Hotel Astor, New York, in Aid of the Jewish Maternity Hospital. She Is Wearing a Salmon Pink Ensemble Trimmed With Angora Embroidery.  
(Times Wide World Photos.) ➤



THE STEEL KING:  
CHARLES M. SCHWAB  
Returns on the Aquitania  
After a European Trip.  
(Times Wide World Photos.)

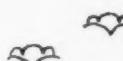


COLONEL LINDBERGH AND SOME OF HIS CONGRESSIONAL PASSENGERS: THE ACEST OF ALL ACES

Takes Various Adventurous Legislators on Short Flights Over the National Capital. Left to Right: Representatives Cole, Johnson, Swing, Colonel Lindbergh and Representatives Cartwright, McSwain and Connery.  
(Times Wide World Photos.)



THE LACROSSE TEAM  
of Pennsylvania at Practice.  
(Times Wide World Photos.)



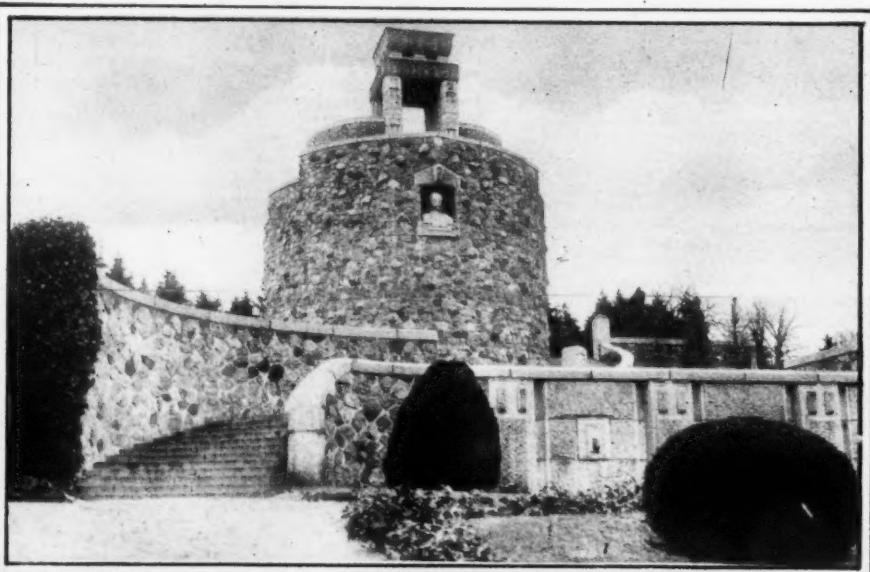
## BRANDENBURG CELEBRATES ITS THOUSANDTH ANNIVERSARY



AN ANCIENT BAPTISMAL FONT in St. Paul's Church; Date About 1565.  
(Times Wide World Photos.)



THE ELECTOR'S FOUNTAIN IN THE OLD TOWN MARKET-PLACE, Commemorating the First Elector of the House of Hohenzollern, Frederick I. (Times Wide World Photos.)



A MODERN ERECTION IN BRANDENBURG: THE BISMARCK MEMORIAL TOWER, Dedicated on April 1, 1908. The Bust Is by Hugo Lederer.



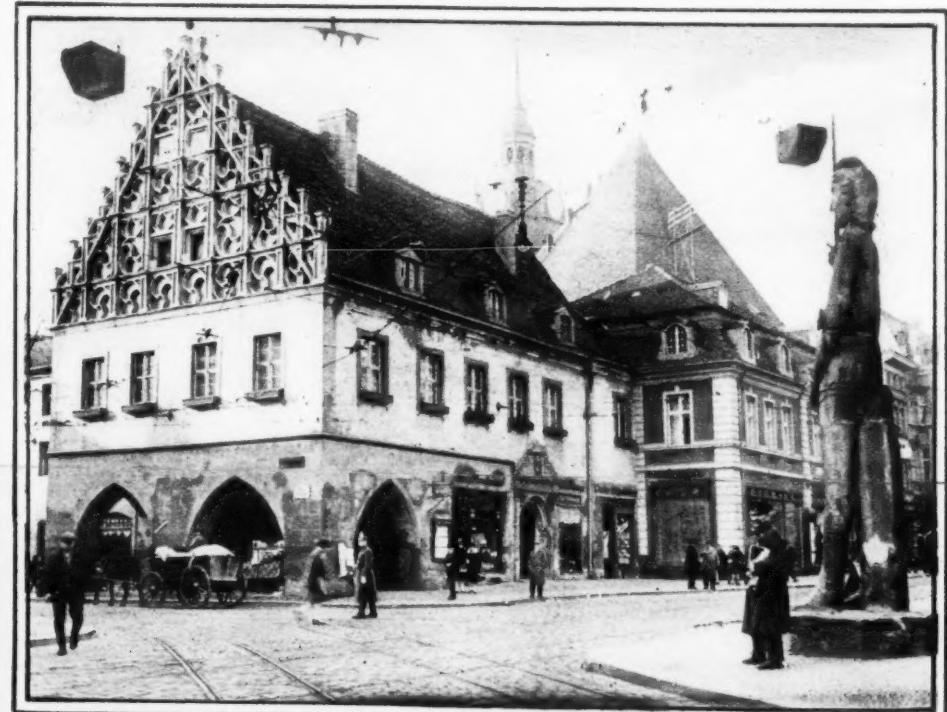
THE STEINTOR BRIDGE AND STEINTOR TOWER, BRANDENBURG.  
(Times Wide World Photos.)



ONE thousand years of history are being celebrated this year in the ancient German town of Brandenburg. The town, after which was afterward named the Province of Brandenburg, developed very gradually from an island in the midst of the River Havel, originally called Brendanburg and inhabited by Wendish tribes. It was first subjugated by King Henry I of Germany in 928 A. D. In 948 Emperor Otto I founded a bishopric in Brandenburg to make of the wild Wends not only Germans but Christians. Far from winning their love, the new masters reaped only hate. The bishops were expelled by force in 983 and did not dare return to Brandenburg for 150 years. Albrecht the Bear, first Margrave of Brandenburg, at last succeeded in bringing the Havelland finally under the rule of the German Emperor and under the influence of Christian teaching. Under Albrecht's successor Brandenburg, enjoying a period of peace and quiet, quickly developed into one of the most important centres. Less happy was the time under the rule of the houses of Wittelsbach and Luxemburg, Brandenburg, like many other cities and towns, suffering severely under the "robber knights," until the first of the Hohenzollerns, then Burggrave of Nürn-

burg, Frederick VI, afterward Frederick I, as Margrave of Brandenburg, was sent to put things right and actually succeeded in bringing peace and order to the cruelly tried towns by partly exterminating the "robber knight" families, who up to that time had defied the burghers in their castles. The first Diet was called by him to Brandenburg.

When his successor elected residence in Berlin he decided that Brandenburg should retain the title of "electoral city and residence." Brandenburg proved one of the strongholds of the Reformation when Luther first started his movement. Brandenburg, even more than other places, suffered severely during the Thirty Years' War, but quickly recovered. In 1804—counting then 10,000 inhabitants—the town decided to get into better connection with Berlin and other important centres by building a highroad, which, owing to the war in 1806, however, was only completed in 1814. Again the town suffered during the Napoleonic wars, harboring mostly French troops under Bernadotte. Brandenburg is particularly rich in historic interest and can boast of many art treasures. Its 60,000 inhabitants live chiefly by industry, one of the best known motor car works (Brennabor) being domiciled there.



THE ELECTOR'S HOUSE IN BRANDENBURG, Built in 1543. In the Background Can Be Seen the Top of St. Catherine's Church; at the Right Is an Ancient Statue of Roland, the Paladin of Charlemagne.  
(Times Wide World Photos.)



TY COBB AS A SPEC-TATOR: BASEBALL'S FAMOUS "GEORGIA PEACH"

(Middle Row, Centre) Watches the Horse Show at Augusta, Ga., in Which His Daughter, Riding Her Own Horse, Gilda Gray, Won a Prize.

(Times Wide World Photos.)

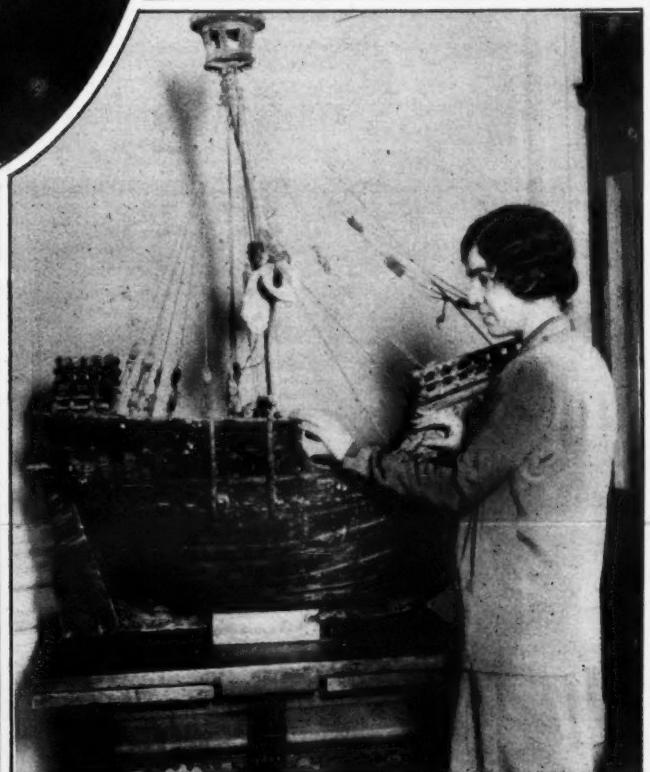
TESTING BYRD'S ANTARCTIC PLANE: THE BIG BELLANCA, Which Will Be Used on His Expedition to the South Pole Is Equipped With Skis and Tried Out on the Frozen Surface of Lake Champlain, Near St. Albans, Vt.  
(Times Wide World Photos.)



TOM HEENEY TAKES A TRIP TO ENGLAND: THE CRACK NEW ZEALAND HEAVY-WEIGHT

Sails on the Olympic, but Will Return Soon, for He Has Too Good a Chance of a Match With Tunney for the Heavy-weight Championship to Stay Away Very Long.  
(Times Wide World Photos.)

A BEAUTY BLOOMING DOWN IN DIXIE: MISS HELEN CLARK, Who Has Been Voted the Prettiest Girl at Woodberry Hall, the Fashionable Girls' School in Atlanta.  
(Times Wide World Photos.)



AN ANCIENT SHIP MODEL: IT DATES FROM THE FIFTEENTH CENTURY

and Was Found in a Monastery in Catalonia, and It Is Believed to Be the Oldest European Ship Model in Existence. The Miniature Caravel Is 53 Inches High (to the Top of the Mast), 60 Inches Long and 23 Inches Wide. Miss Helen Bannon Stands Beside It.  
(Times Wide World Photos.)



"WITCHING THE WORLD WITH NOBLE HORSEMANSHIP": THESE DARING RIDERS Are Members of the Cavalry Detachment of the University of Georgia R. O. T. C. Doing Their Stuff at the Augusta (Ga.) Horse Show.  
(Times Wide World Photos.)

Mid-Week Pictorial, Week Ending March 31, 1928

## The Paris Jacket Suit in its Newest Phases

Selected by Grace Wiley, Paris Fashion Editor.

16 Rue de la Paix, Paris, March 22, 1928.

PARIS jacket suits heretofore have been most staid, reliable members of the feminine wardrobe, devoted to the more serious side of life, attending strictly to business, their habits and capabilities fully charted and known. But this season, for what reason no one knows, they have thrown off all the trammels of their past and have emerged rejuvenated, reckless in character, daring in design and thrilling in their possibilities.

There are, of course, certain types that have refused to change the habits of a generation, one, the leader of these, being the efficient, neatly tailored suit of navy or black serge or whipcord, patterned after the tailored suit long familiar to the American woman and, therefore, not illustrated

here. These are content this season to add dainty white collars and cuffs and perhaps a jabot of handkerchief linen and so feel newly attractive.

Another type sufficiently youthful and pleasing to make a change unnecessary is the suit of beige or gray tweed, tailored circumspectly except that the self-belt is applied at side or back under a fancy cut. But, after these two, all is chaos. Jackets may be of any cut, material or color, lined or unlined, and may harmonize with or clash amiably with the skirt as in a suit from Lanvin with geranium red box jacket and a pleated skirt in two-inch wide block checks of black and white. The illustrations prove that the jacket may be either lighter or darker than the skirt, as its fancy pleases.

G. W.



A STRIKING PREMET MODEL

of Beige Tweed, Trimmed in Dull Red.

(Times Wide World Photos, Paris Bureau.)



WHITE

CREPE DE

CHINE

JACKET

WITH

BLACK

SKIRT

Is Lelong's

Contribution

to This

Season of

Unusual

Jacket

Suits. The

Silk in Both

Jacket and

Frock Is Embroidered

in Long Round-

ing Lines

Imitating

Cording.

(Times Wide

World Photos,

Paris

Bureau.)



LANVIN

ADDS A

RED

JACKET

to a Pleated

Skirt of

Black and

White Block

Check With

Charming

Effect.

(Times Wide

World Photos,

Paris

Bureau.)



THIS SEASON SEES THE SUIT BLOUSE

Tucked Inside the Skirt Again. Drecoll Compromises By Buckling a Chic Apron Front Over the Skirt of His Double-Breasted, Navy Rajah Suit Which Had Insisted on Wearing Its Blouse Outside.

(Times Wide World Photos, Paris Bureau.)



JACKETS KNOW NO INHIBITIONS

This Spring; They May Be of Almost Any Color or Material. But Worth in This Case Is Content With Embroidering the Ubiquitous Polka Dot in White On a Black Background and Adding Collars and Cuffs of the White Fox That He Features.

(Times Wide World Photos, Paris Bureau.)



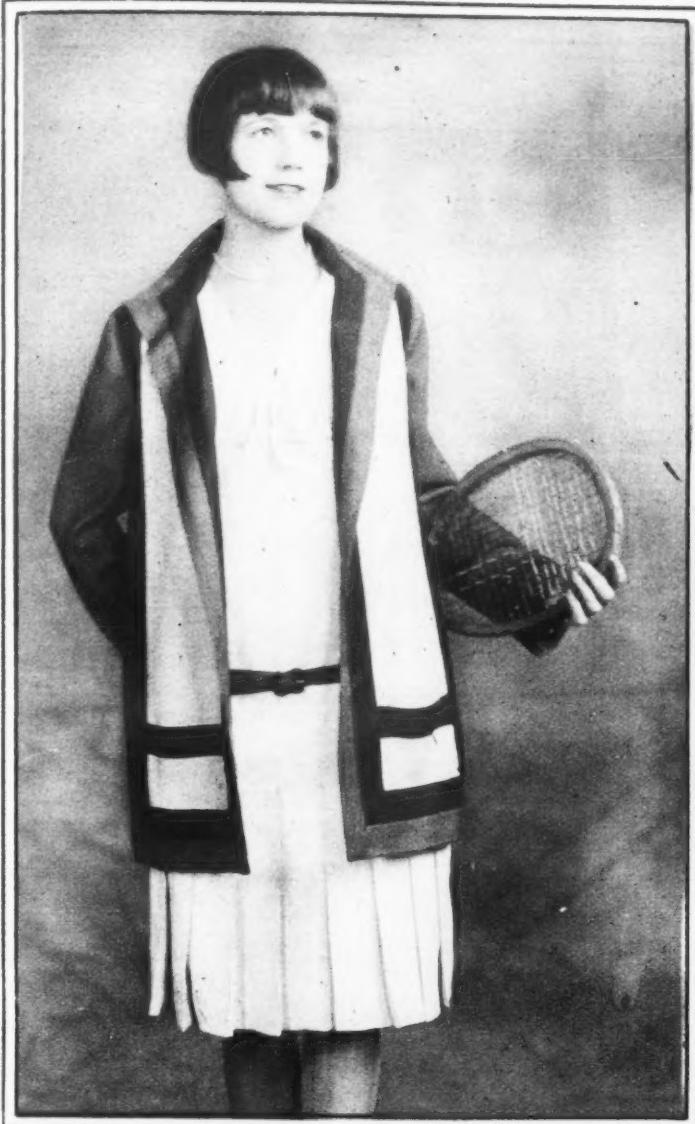
LOVELY BLACK SILK POPLIN FLECKED IN SOFT YELLOW

Makes This Attractive Suit From Brandt. A Blouse in Three Graded Tones of Yellow, Embroidered With Borders of White Chinese Flowers, Emphasizes the Yellow Flecks.

(Times Wide World Photos, Paris Bureau.)

Mid-Week Pictorial, Week Ending March 31, 1928

## Attractive Dresses "Made in America"



A TENNIS FROCK OF WHITE CREPE, Made in One-Piece and Sleeveless, Is Topped by a Smart Jacket of Jersey in Many Colors.  
(New York Times Studios.)



TO WEAR ABOUT TOWN: THIS SMART SUIT Has Jacket in Heavy Silk of Gay Design and Skirt of Wool Cashmere in Box Pleats.  
(New York Times Studios.)



(New York Times Studios.)

OF PRINTED CHIFFON Is This Lovely Afternoon Dress With Triple Tiers and Draped Belt.



AN AFTERNOON ENSEMBLE WITH COAT IN THE LATEST MODE, Featuring Rolled-Back Collar and Yoke Effect Carried Out in the Sleeves. The Printed Dress Has an Unusual Skirt Arrangement.  
(New York Times Studios.)



THIS CHARMING DRESS OF BLACK SILK CREPE

Is Especially Appropriate for the Young Matron. It Is Finished With White Vest and Very Wide Revers, and May Also Be Had in Other Color Combinations.  
(New York Times Studios—Designs by Charles Kondazian.)



A VERY NOVEL PRINTED FROCK OF SILK, Which Gives the Impression of a Two-Piece Model. The New Neckline Is Finished With a Bow Which Is Part of the Narrow Yoke.  
(New York Times Studios.)

Information as to Where the Articles Shown on This Page May Be Purchased Will, on Request, Be Furnished by the Fashion Editor, Mid-Week Pictorial, 229 West Forty-third Street, New York, N. Y.

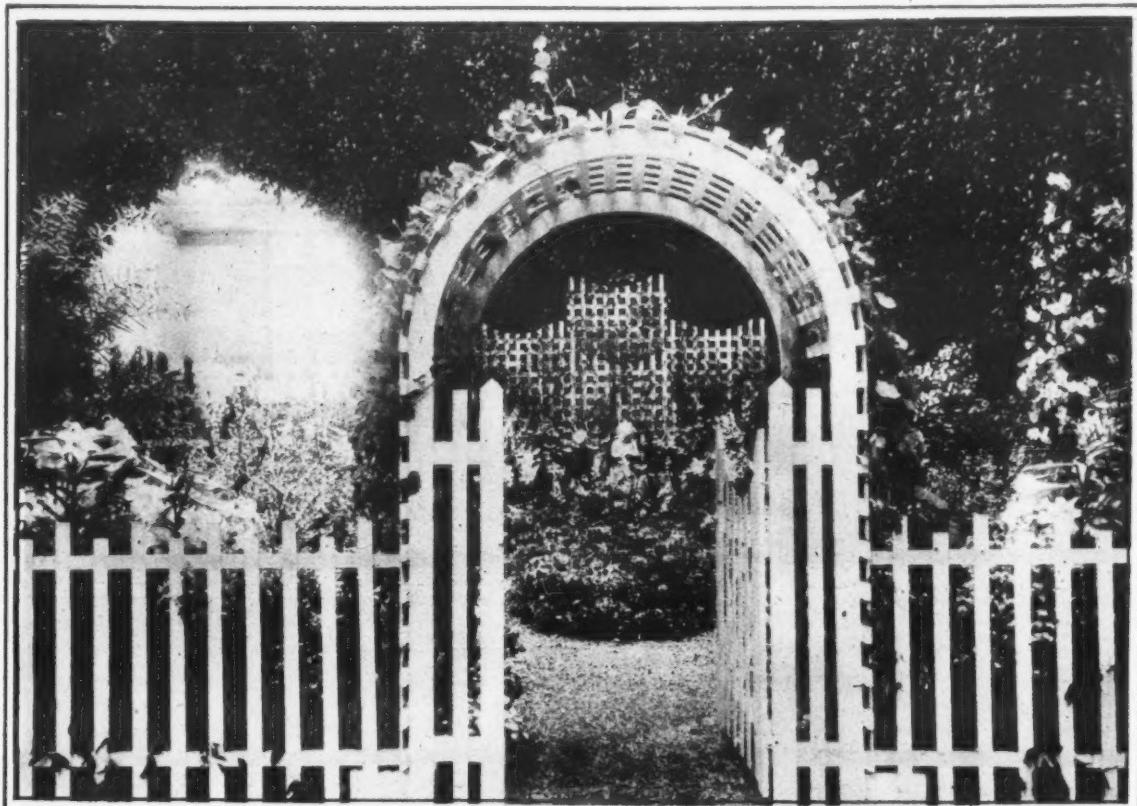
## Witchery of Blooms at New York Flower Show



FRAMED IN BEAUTY: CLAIRE LUCE,  
Noted Dancer, With the Gold Medal Prize-Winning Orchid  
at the Fifteenth International Flower Show, Held at the  
Grand Central Palace, New York.  
(Times Wide World Photos.)



AT THE INTERNATIONAL FLOWER SHOW: THE  
"COLONEL LINDBERGH ORCHID."  
Developed by Joseph Manda of West Orange, N. J., Is  
Admired by Miss Thelma Van Winkle.  
(Times Wide World Photos.)



A SPRING GARDEN,  
Exhibited by Mrs. Otto H. Kahn.  
(Times Wide World Photos.)

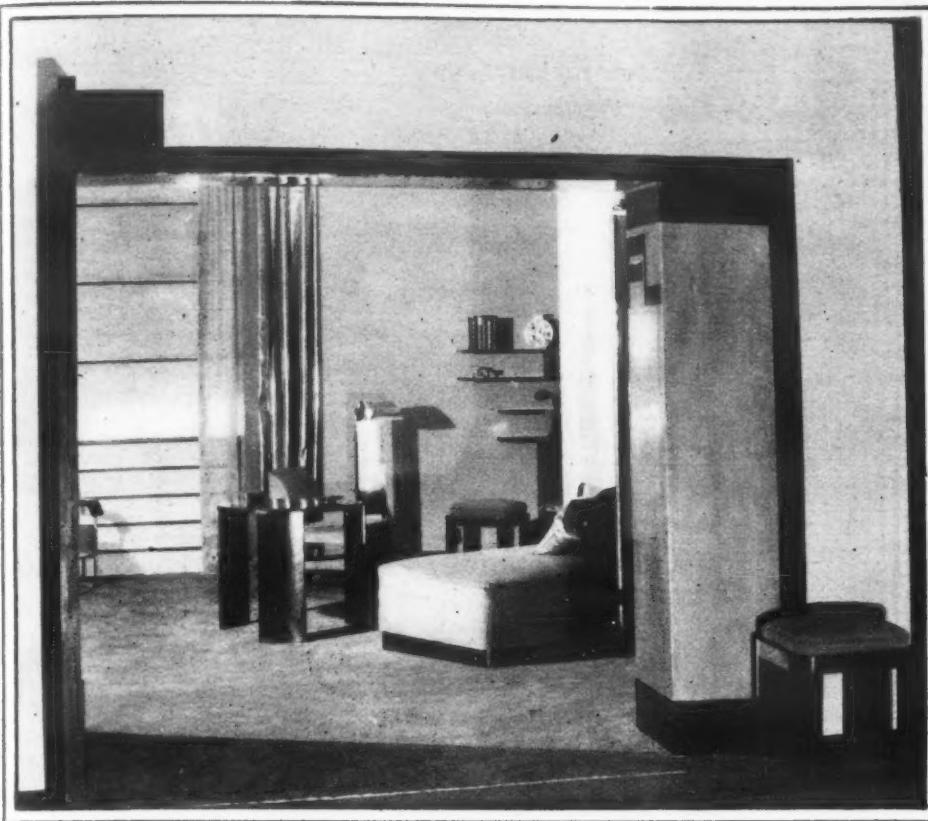


THE "MRS. COOL-  
IDGE ROSE,"  
Exhibited at the  
Flower Show—and  
Claire Joyce of the  
"Good News"  
Company.  
(Times Wide World  
Photos.)



"TALISMAN"  
ROSES: MISS  
CARYL  
BERGMAN,  
Who Plays in  
"Rosalie," Has  
Taken a Fancy to  
These New Roses,  
Exhibited by A. N.  
Pierson, Inc., of  
Cromwell, Conn., at  
the International  
Flower Show in  
New York. The  
Talisman Won the  
Coolidge Medal.  
(Times Wide World  
Photos.)

## ART COMBINED WITH COMFORT IN A MODERNISTIC HOME



MODERNISTIC SITTING ROOM

Designed by Lescaze and Now on Exhibition, With the Other Examples Here Presented, at the Store of Frederick Loeser, Brooklyn, N. Y. The Walls Are Treated in a Soft Tan, With Occasional Panels of Silver.



DEDICATED TO LADY NICOTINE: CORNER

of a Man's Smoking Room. The Alcove Full of Flowers Is in the Adjoining Room, but Is Visible Through a Pane of Glass. (Photos by Steiner.)

**A** MODERNISTIC home, comfortable, "homey," yet up-to-the-minute in its use of the newest in lighting, furniture and wall design, has just been completed by Lescaze, New York architect, and put on exhibition. It is the "1928 model" of interior decoration, which contrasts with fashions in home furnishings of the Victorian age, the Georgian period, the modern French style, and other period rooms.

In spite of startling oddities in their decoration—a coat hanger from the "five and ten" and an ice mold from the refrigerator serving as ornaments beside a statue by Archipenko—the principal impression of the rooms is one of serene

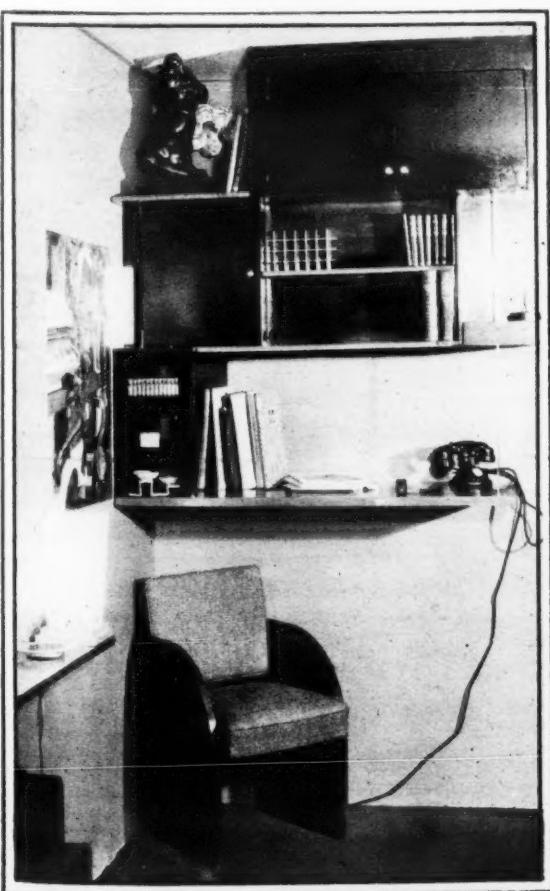
charm. One's eyes go straight to the huge window of opaque glass, through which a pearly light falls on silver metal curtains edged faintly with rose. Then new charms are discovered. A tiny conservatory of plants hidden in an alcove near the window does double duty, for it is visible also from the adjoining room through a pane of glass set into the wall.

A corner full of gay shelves, lights of cubistic design, unframed pictures set into the plaster, the "skyscraper" fireplace, are all delightful in their newness.

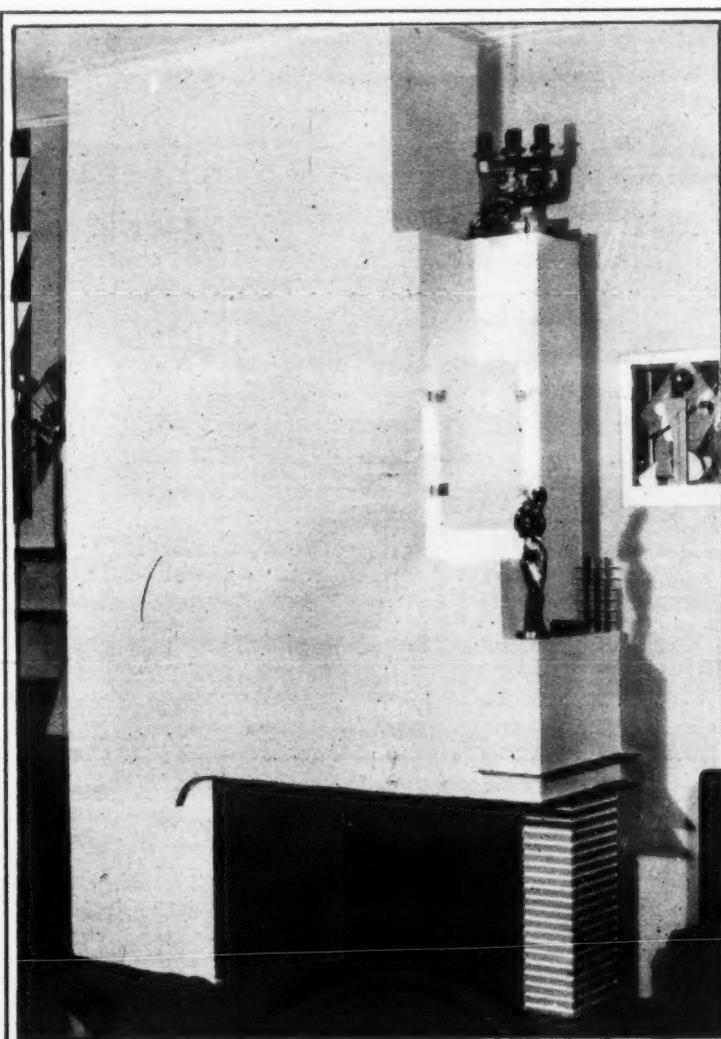
What makes a *home* of these original details is apparently the plan of walls, floors and ceiling. Lescaze believes—and his modern rooms seem to bear out his theory—that the architecture of a room

is more important than its decoration in creating a beautiful effect. "The four square walls must be broken into interesting shapes," he says. "I have put the big window at one side of the room instead of in the centre, not only because it adds to the appearance of size, but because it gives me a chance to do something interesting with the corner. A room needs movement and rhythm in its design just as a painting does, and only the architect can give it."

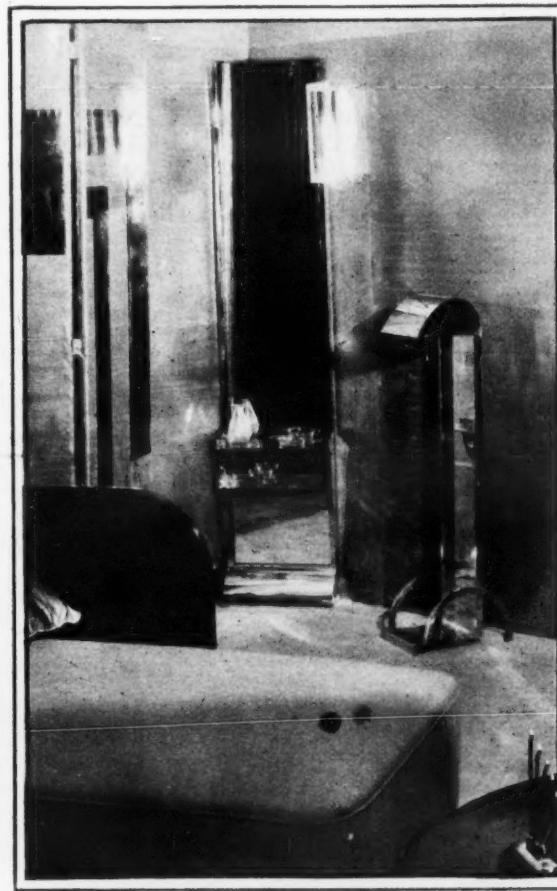
All of the furniture and decorations in the modern rooms were designed and executed in America. The supremacy of the Old World in matters of art is no longer accepted without challenge.



WITHIN EASY REACH: BOOKCASE AND SHELF  
for the Man's Smoking Room in the Apartment Designed by Lescaze.



A "SKYSCRAPER" FIREPLACE  
in the Sitting Room, With a Painting by Darcy Set Into the Wall Beside It.



SILVER PANELS DECORATED IN COLORS  
Lend Charm to a Corner of the Sitting Room. The Bridge Lamp of Polished Metal Is of Modernistic Design.

Mid-Week Pictorial. Week Ending March 31, 1928

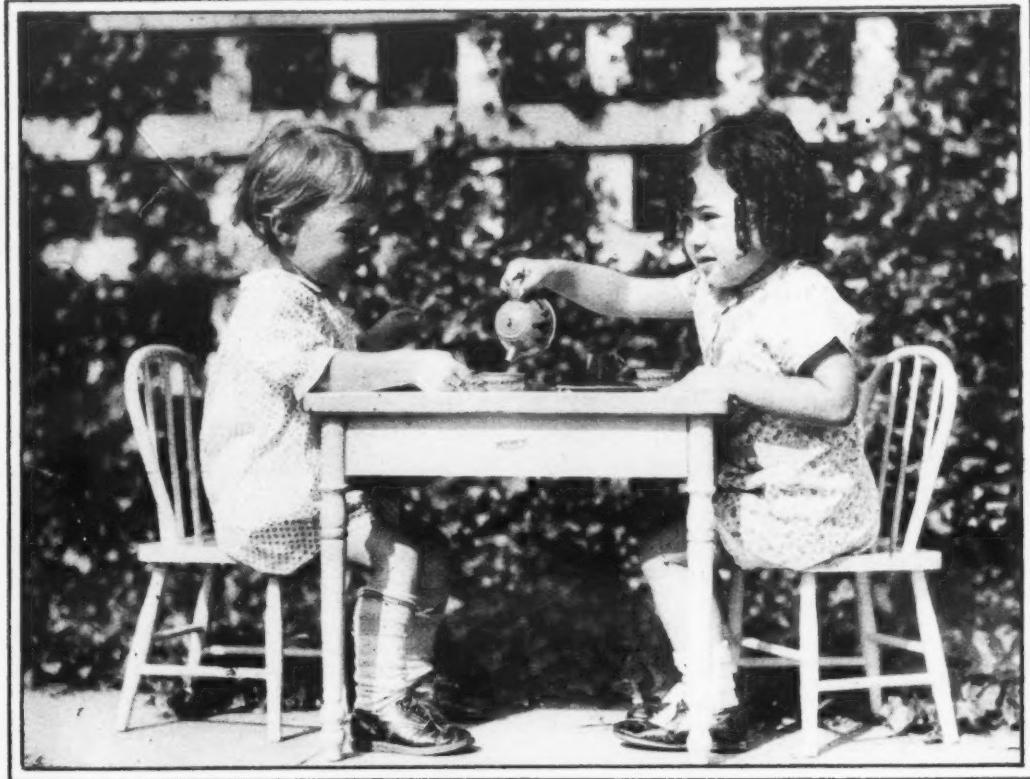
# Amateur Photographers Win Cash Awards

First Prize—Ten Dollars  
Won by Doris E. Wright, Middleboro, Mass.

Second Prize—Five Dollars  
Won by Mildred A. Duerig, Los Angeles, Cal.



MEALTIME.



TEA FOR TWO.

Amateur photographers everywhere are invited to send, at their own risk, their latest and best photographs (not negatives) to Mid-Week Pictorial, which will award a first prize of ten dollars (\$10.00) in cash for the photograph adjudged the best each week, five dollars (\$5.00) for the second best, and three dollars (\$3.00) for each additional photograph published.

The photographs are judged on the basis of interest aroused by the picture and the technical quality of the photographic work itself. If return of picture is desired, postage should be enclosed. Contestants must not submit pictures taken by others, or any pictures the accidental loss of which, either in this office or in the mails, would mean a financial loss.



EASTER GREETINGS.  
Three Dollars Awarded to R. H. Short, Kingston, N. Y.



TWO OF THE READING PUBLIC.  
Three Dollars Awarded to Elizabeth M. Kichline,  
Lebanon, Pa.



PRIMITIVE MARINERS.  
Three Dollars Awarded to John H. Boerner,  
Cedarburg, Wis.

THE FISHER GIRL—  
MODERN STYLE.  
Three Dollars Awarded to  
Dr. Arthur T. Kemper,  
Muncie, Ind.



ONE OF NATURE'S TOYS.  
Three Dollars Awarded to C. O. Clerk,  
San Francisco, Cal.

All Photographs Should Be Sent to the Amateur Photographic Editor, 229 West Forty-third Street, New York, N. Y.

Mid-Week Pictorial, Week Ending March 31, 1928

## In the Weekly Prize Camera Competition



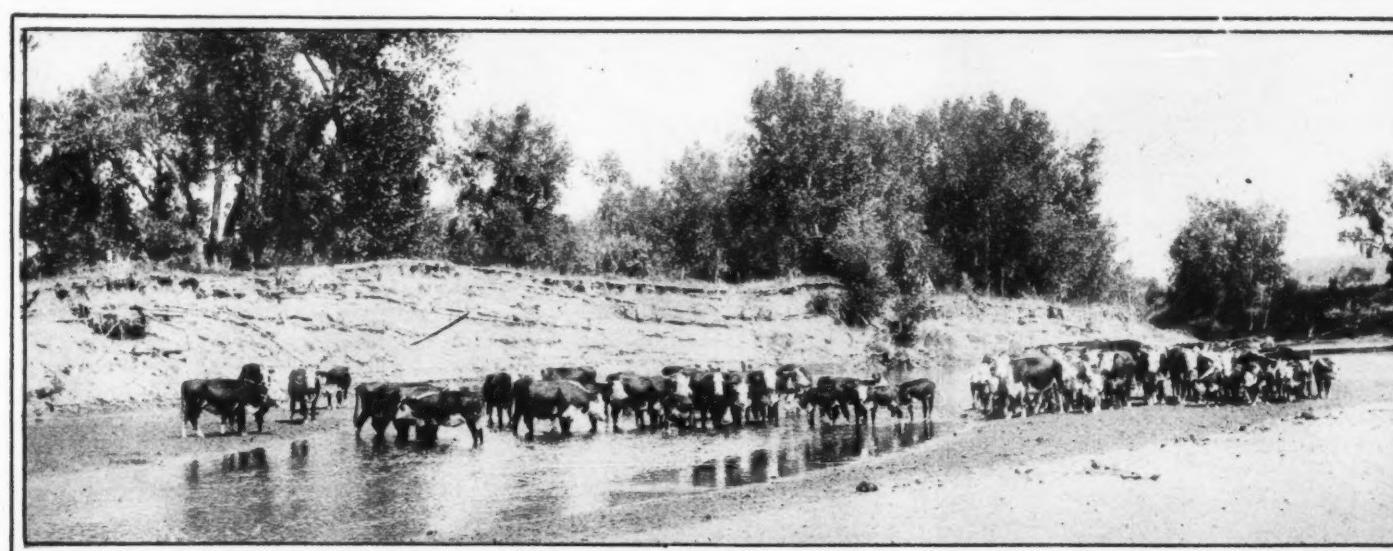
THE WARDEN  
OF THE  
HAWAIIAN  
ISLAND BIRD  
RESERVATION.  
*Three Dollars  
Awarded to  
Dr. Gerrit P.  
Wilder,  
Honolulu,  
Hawaii.*



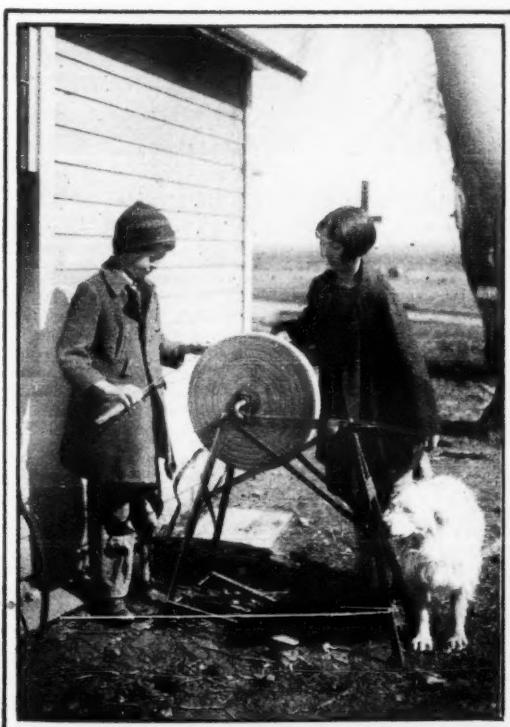
THE PYRAMID.  
*Three Dollars Awarded to Mrs. Joseph  
Watson, Yalesville, Conn.*



MISS PRIM.  
*Three Dollars  
Awarded to  
Mildred  
Miller,  
Portland, Ind.*



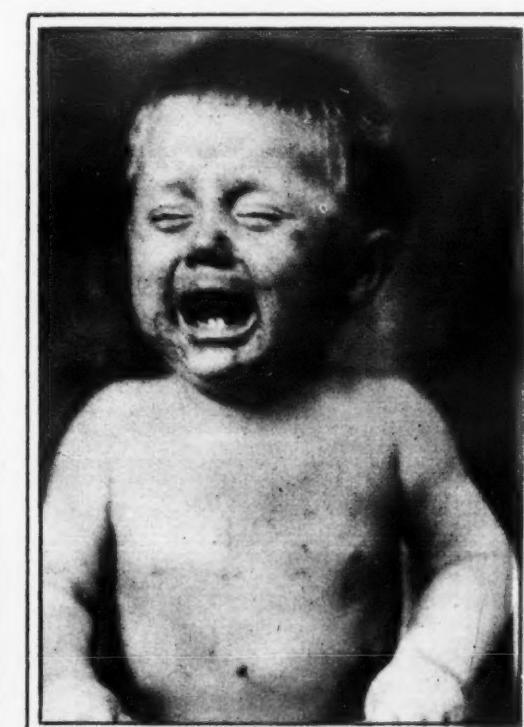
PATRONS OF THE STREAM.  
*Three Dollars Awarded to John Christenson, Mandan, N. D.*



AT THE GRINDSTONE.  
*Three Dollars Awarded to Frank W.  
Bentley, Missouri Valley, Iowa.*

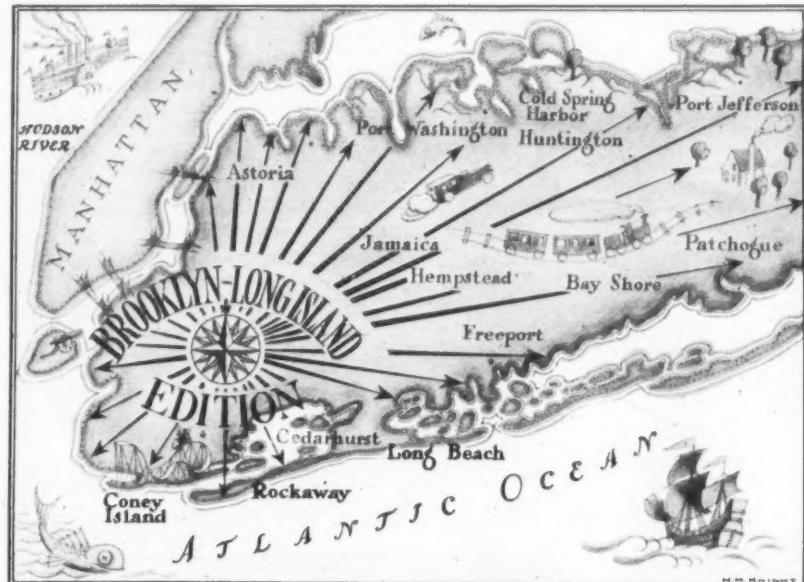


THE LAUNCHING.  
*Three Dollars Awarded to Clinton F. Hicks, Hinsdale, Ill.*



IT'S A HARD WORLD.  
*Three Dollars Awarded to Jesse  
Rice, Owensboro, Ky.*

Amateur Photographers Are Invited to Ask Questions About Their Work, and These Will Be Answered, Either in This Department or Through the Mails, by the Director of The New York Times Studios.



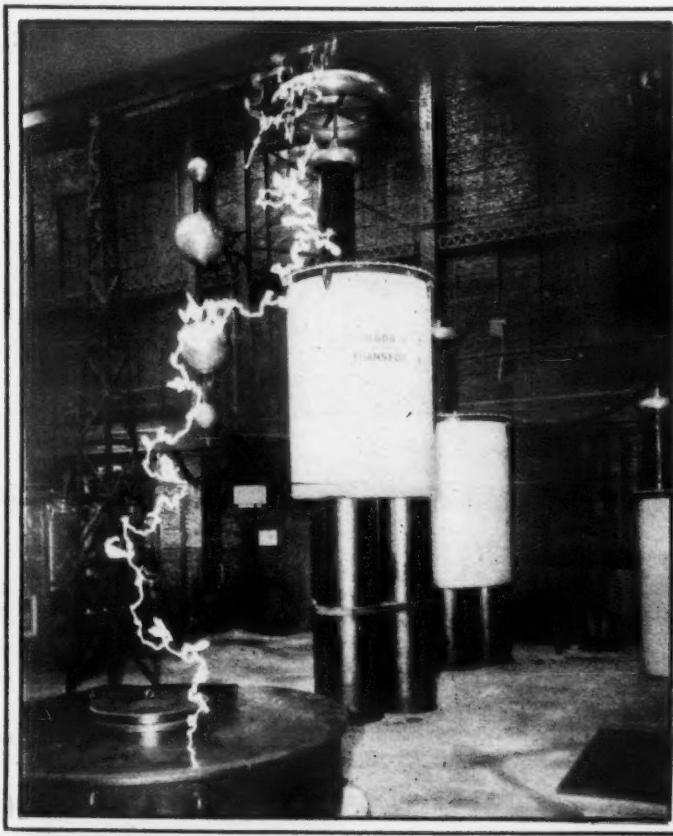
IN THE SUNSHINE OF CALIFORNIA: MISS CONNIE LA MONTE With Some Prize Valencia Oranges of the Type That Will Be Exhibited at the Eighth Annual California Valencia Orange Show to Be Held at Anaheim May 24—June 3.  
(Times Wide World Photos.)



BEAUTY ENTHRONED IN THE SOUTHLAND: MISS MARTHA ROGERS Is Crowned Queen of the Mardi Gras of 1928 at Mobile, Ala.  
(Times Wide World Photos.)



COMMERCE UTILIZES ARTIFICIAL LIGHTNING: ONE MILLION VOLTS OF ELECTRICITY, Forming an Arc 18 Feet Long, Are Used by the General Electric Company in Its New Philadelphia Plant to Test High Voltage Oil Circuit Breakers for the Conowingo Hydroelectric Power Development.  
(Courtesy General Electric Co.)



## Residents of BROOKLYN, QUEENS and LONG ISLAND

may now read the news of their sections in The New York Times every morning. Four news pages devoted to this territory are now included in the complete city edition of The Times distributed exclusively in *Brooklyn, Queens, and Long Island*.

Every page and all the news in addition to these four pages. News of real estate transactions, general, sports and business news, social and church notes.

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and of the world

WITH THE  
NEW BOOKS



S. FOWLER WRIGHT.  
(Bernard Sanders)  
DELUGE. By S. Fowler Wright. New York: Cosmopolitan Book Corporation. \$2.50.

**A**S SUDDEN subsidence of the land had let in the oceans and brought frightful calamity on the world. India to the Himalayas, America to the Rockies, had been submerged in a night. Spain and Italy had disappeared. Great Britain had been blotted out with the exception of a few scattered patches of higher land only a few miles each in area. Such is the situation pictured by S. Fowler Wright in "Deluge," the most thrilling, absorbing, thought-provoking book of the season or of many seasons.

How would the few surviving twentieth century men and women left alive react to such a cataclysm? All their conventions, institutions, shibboleths had perished — laws, marriage, property rights. There were no inhibitions, no prohibitions.

Martin Webster, a leading English lawyer, had won through the welter to a place of temporary safety with his wife, Helen, and their two children. Leaving them there while he foraged for food he found on returning that their shelter had been overflowed. He had no doubt they were dead. For weeks he wandered about, barely maintaining life, finally settling in an abandoned hut near the edge of the flood.

Emerging from that flood one evening came Claire, a former Channel swimmer. She had swum all day escaping from predatory males. Martin gives her shelter. They are attacked by a band of ruffians. Claire is captured. Martin kills her captor and escapes with her into a railroad tunnel. They are besieged. With a spear, sledge-hammer and revolvers Martin and Claire, she as bravely as he, fight their assailants, kill many and hold the rest at bay. Their mutual dangers draw them together. Simply, naturally, inevitably, they mate.

Helen and her children were not dead. They had found a drifting boat and floated until they were rescued by Tom Dodworth.

Tom and his comrades find Martin and Claire at the last extremity and rescue them. Martin is rejoiced to learn that Helen and his children are alive. He tells Claire. She insists that he go back to Helen. They go together to find that Helen has been kidnapped. Claire pursues and kills her captor.

Martin is in a dilemma. He loves Helen. But he also loves Claire, who expects a child—his child. How does he solve his problem? And how do Helen and Claire react to the solution? It would be unfair to tell.

MAN OF THE  
WEEK



GEOFFREY DE  
HAVILAND.  
(Times Wide World Photos.)

**A**"FOOL-PROOF" plane has long been the dream of aviators, and that dream seems to have been measurably realized by Captain Geoffrey de Haviland, the famous British pilot and designer, who recently in the presence of a number of war flying experts went safely through all the mistakes that have cost thousands of lives among flying tyros and careless pilots.

In his experiments he showed that with the addition of Handley-Page automatic slots and an improved undercarriage one of the commonest errors of an inexperienced pilot, which would normally have ended fatally, had no evil results to the occupant of the machine.

The main risk of flying is the loss of flying speed at such a low altitude that the pilot has not time to recover from the resultant spin or nose-dive before he strikes the ground. Such an accident resulted in the recent death of Lady Carbery in Africa.

The Handley-Page slot gives the pilot sufficient time after stalling to recover control before he enters a spinning nose-dive. Captain de Haviland has gone further and harmonized the controls with the slots, so that an airplane literally "thinks" for the pilot after the latter has lost his head or is engaged in what is usually a fatal period of hesitation.

At the same time he has devised an undercarriage that will withstand the more severe landing which the loss of control after a stall makes inevitable.

In the test at Stag Lane Air-drome he tried to land from ten feet above the ground. The airplane took the shock of this "pancake" without a bounce.

Next he demonstrated the reverse error of flying into the ground in the belief that the earth is ten feet further off. Again the undercarriage withstood the impact.

Then he allowed the machine to fall two hundred feet in a flat stall, a manoeuvre no pilot would willingly attempt, but though the impact was sufficient to break the airplane's back, the falling speed was not more than eight miles an hour.

Captain de Haviland, not in the slightest degree injured, stepped out casually and surveyed the wreckage. It seems indubitable that he has found the means of saving a host of lives that would be otherwise sacrificed through carelessness or inexperience.



A "GOOD-WILL AMBASSADOR" FROM MEXICO:  
MAESTRO MIGUEL LERDO DE TEJADA,

Known as "the Victor Herbert of Mexico," Now Touring the United States With the Tipica Orchestra, Is Presented With a Medal on Behalf of the Mexican Chamber of Commerce by Acting Mayor Joseph V. McKee of New York, Who Dons Shawl and Sombrero for the Occasion.

(Times Wide World Photos.)

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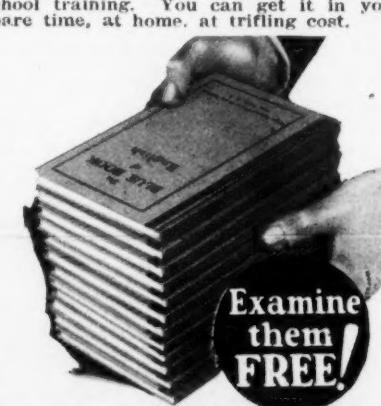
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# The New York Times.

A Newspaper for Thinking, Intelligent Citizens



MISS KATH-  
ERINE  
CHARLOTTE  
of Greenville, S. C., One of the Five  
Fair Students of Brenau College,  
Gainesville, Ga., Who Were Chosen  
by Their Fellow-Students as the  
Prettiest of All. The Original Idea  
Was to Select Just One, but These  
Five Made a Tie of It, So All Five  
Were Elected.  
(Times Wide World Photos.)

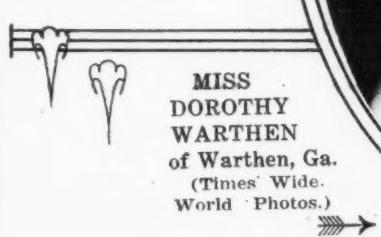
*Five  
Dixie  
Beauties  
of  
Brenau  
College*



MISS SHIRLEY MacENTIRE  
of Roanoke, Va.  
(Times Wide  
World  
Photos.)



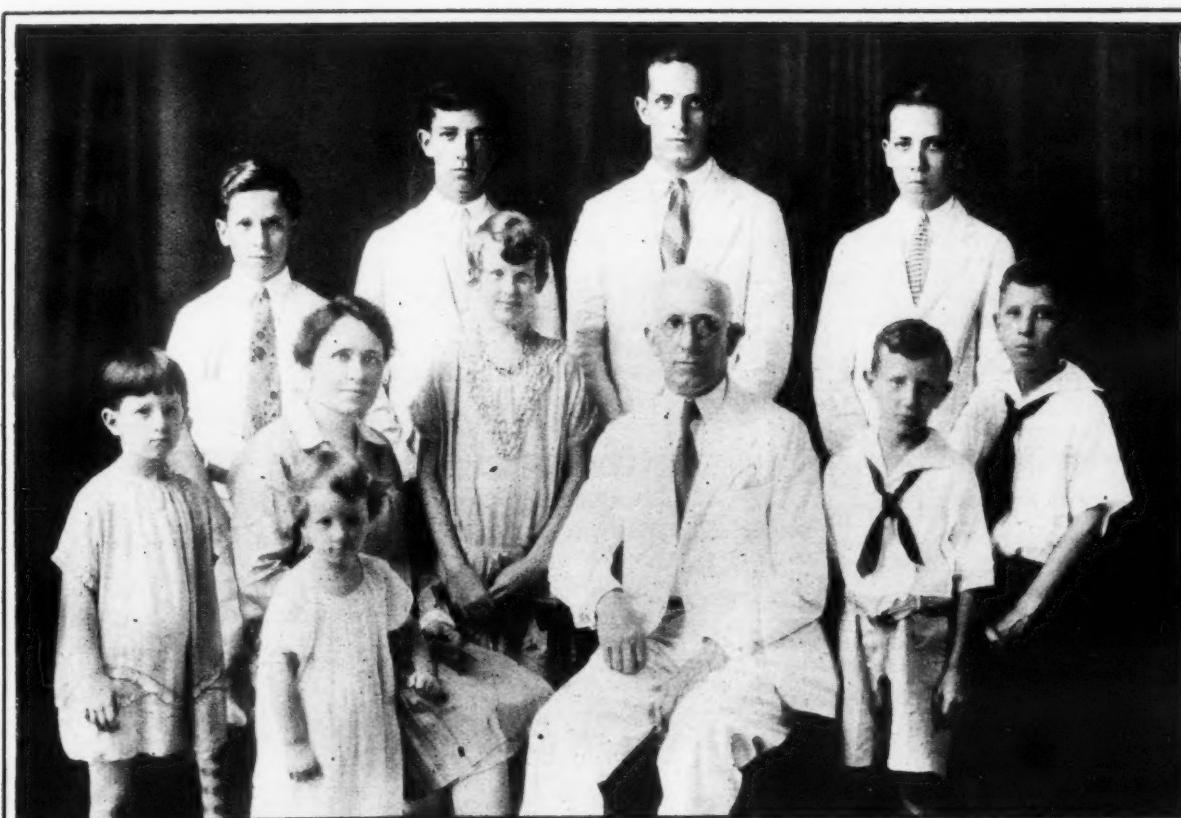
MISS LOUISE  
HARALSON  
of Blairsville, Ga.  
(Times Wide World  
Photos.)



MISS  
DOROTHY  
WARTHEN  
of Warthen, Ga.  
(Times Wide  
World Photos.)



MISS  
SALLY  
HOLMES  
of Marion,  
Va.  
(Times Wide  
World Photos.)



SAVANNAH'S  
OFFICIAL  
FAMILY:  
MAYOR  
THOMAS M.  
HOYNES,  
With Mrs.  
Hoynes and  
Their Nine  
Children. No  
Other Southern  
Mayor Is  
Believed to  
Have So Large  
a family.  
(Times Wide  
World Photos.)



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- ....Light, Motor Wiring and Testing, 3 Months.
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- ....Refrigeration, 3 Months.
- ....Radio Sales and Service, 3 Months.
- ....Home Study Laboratory Service.
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Education .....

Mid-Week Pictorial. Week Ending March 31, 1928

# Strenuous Doings in the World of Sport



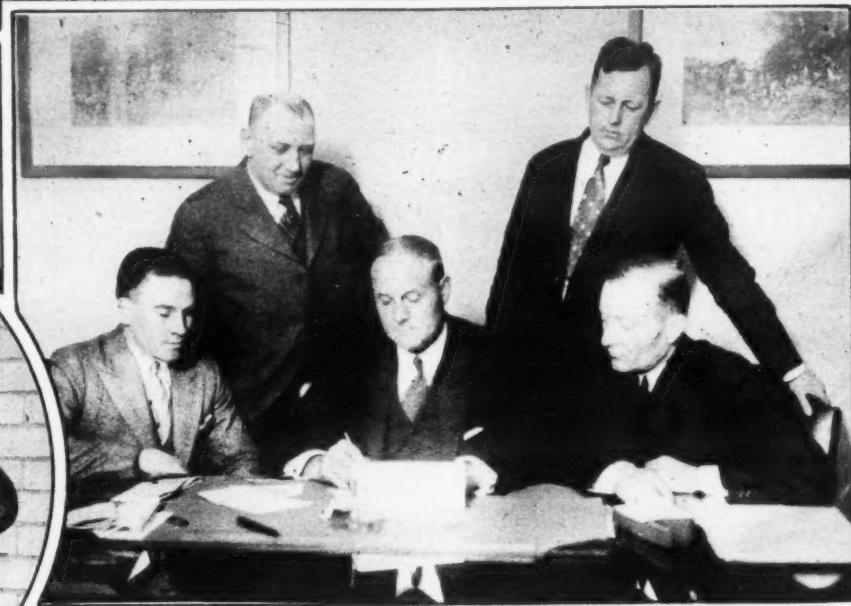
ON THE SCHUYLKILL: THE UNIVERSITY OF PENNSYLVANIA CREWS  
Hard at Work Getting in Shape for the Coming Regattas.

(Times Wide World Photos.)



A CONTRIBUTOR TO THE NAVY'S TRIUMPH: MARCEL GERIN, Captain of the Annapolis Boxing Team, Who Retained His 145-Pound Championship in the Intercollegiate Boxing Tournament in Which the Naval Academy Won First Honors. Penn State Was Second, the University of Pennsylvania Third.

(Times Wide World Photos.)

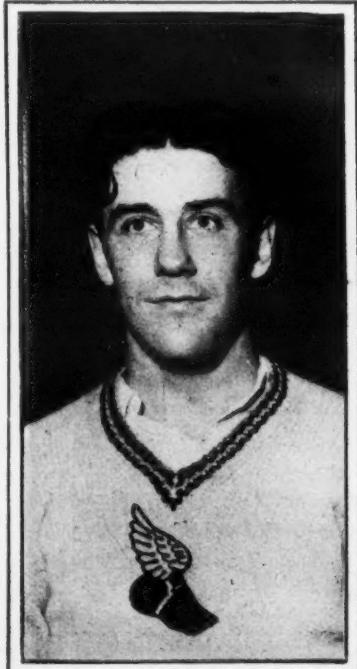


SIGNING 'EM UP: TEX RICKARD AFFIXES HIS JOHN HANCOCK

to Articles of Agreement for a Lightweight Championship Bout Between Jimmy McLarnin, Sensational Boxer From the Coast, and Sammy Mandell, the Title-Holder. Left to Right, Seated: Jimmy McLarnin, Tex Rickard and Eddie Kane, Mandell's Manager. Standing: "Pop" Foster, McLarnin's Manager, and Jess McMahon, Matchmaker for Rickard.

(Times Wide World Photos.)

## THE WEEK'S SPORTING CELEBRITY



WILLIAM AYDELOTTE.  
(Times Wide World Photos.)

**A**GREAT surprise was sprung upon the public which follows tennis when William Aydelotte won the national indoor championship on March 17 at the Seventh Regiment Armory, New York.

Aydelotte was a complete outsider. None of the experts had given his chances any serious consideration. He is 24 years old and a member of the Seventh Regiment Tennis Club, and he learned to play tennis in California. He learned to play it well, too, as he handsomely demonstrated in the tournament, and he has a fine fighting spirit which came to the fore and carried him through a most discouraging beginning of the final round, in which the "dark horse" dropped the first four games of the match to Julius Seligson of Lehigh University. But he kept his head, played carefully, and with a really remarkable sense of strategy, succeeded in vanquishing the sturdy Seligson.

The new champion has the distinction of being the first American to win the national indoor title since the French invasion of 1925.

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THREE MONTHS AFTER: THE ILL-FATED SUBMARINE S-4

Is Raised From the Sea Bottom Off Provincetown, Mass., by the Use of Pontoons and Air Lines. The S-4 Was Sunk on Dec. 17 by Collision With the Coast Guard Destroyer Paulding and Went Down With All Hands.

(Times Wide World Photos.)



BACK TO BLUE: THE NEW UNIFORM OF THE FLYING CADET, ARMY AIR CORPS, Marks the First Change in Color of American Uniforms Since the World War. It Will Be "Slate Blue," With Roll Collar, Trousers Without Cuff, Dress Cap of "Overseas" Design, Black Kid Shoes, Black Patent Leather Dress Belt, White Shirt and Black Tie. (Times Wide World Photos.)



HER FAVORED FLOWERS: NYDIA D'ARNELL, Featured in "My Maryland," Is Captivated by the Bobbinkton Atkins "Cherrie Blossom" Prize Azaleas Shown at the Fifteenth International Flower Show at the Grand Central Palace, New York. (Times Wide World Photos.)



REPRESENTS HER SORORITY: MISS MILDRED TODHUNTER of Washington Court House, Ohio, Will Be the Hope of Delta Delta Delta in the Annual Sorority Beauty Contest at Miami University, Oxford, Ohio. Miss Todhunter Is an Honor Student and Has Done Work at the Sorbonne in Paris. (Times Wide World Photos.)

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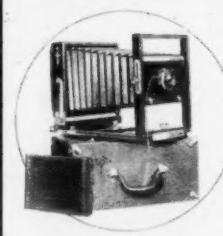
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